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## COURSE DESCRIPTION

# CHW070 – Intercultural Negotiation with Arab Business Partners

### Course goal

When executives and high-level personnel need to undertake business negotiations with Arab business partners, this workshop offers to develop and implement negotiation strategies to achieve a successful result and smooth completion of your business projects in the Middle East and North Africa. The course trains your negotiation skills for doing business in the Arab world by mainly role plays using the real contents of your current projects.

### Main learning objectives

- to recognize the main interests of the Arab side
- to set your price marks for negotiations with Arab business partners
- to set your entrance positions and implementing so called "JOKERS"
- to apply the negotiation principle "GIVE & TAKE"
- to follow basic Arab principles: All involved must save their face
- to argue and exercise pressure, without insulting your Arab negotiating partner
- to obtain the impression of a WIN/WIN negotiation attitude
- The Win/Win principle
- The "GIVE & TAKE" concept
- A look at different negotiation strategies
- Good / bad – partner strategy
- Harvard concept
- How to adapt the Harvard concept for negotiating with Arab Business Partners
- Developing of alternatives and handling of difficult negotiation situations
- Using negotiation breaks with Arab partners effectively
- Handling situations of blocked negotiations
- Basics of Arab Body language Do's & Don'ts In The Arabian Culture & Market

### Participant profile

Teams or employees having upcoming negotiations with Arab Business Partners, employees dealing directly with Arab business partners, delegations visiting or having visits from Arab Business Partners or Politicians.

### Prerequisites

Attendance of course CHW054 Intercultural Communication with Arab Business Partners or relevant experience is recommended.

### Topics

- What does TO NEGOTIATE mean? How do you negotiate?
- Basic rules for an optimal negotiation preparation

### Course type

This is a face-to-face class room training with min. 7 and max. 8 participants.

### Learning methods and tools

Interactive workshop; group discussions, role play, participants' questions and exchange of experiences, authentic practical examples.

**Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

### Duration

1 day