Fit for International Negotiations: Optimising your Negotiation Techniques

Navigating cultural diversity in international business negotiations and strategies for effective communication

International business does not only cross borders, it also crosses cultures: Even when negotiating in the same language we have different negotiation styles and different expectations. Do you get irritated when your negotiation partner haggles over the price or when he or she shows very little body language? Differences can make the negotiating process difficult or impede the process. In this training you will get to know different negotiation methods and strategies in combination with cultural background.

Content

Fundamentals of negotiation
- Basics in the conduct of negotiation.
- Why are international negotiations so challenging?
- Identifying and overcoming barriers in international negotiations.
- The source of cultural differences in negotiation.

Learn how to negotiate in English masterfully. Now also with AI.

How to prepare for negotiations
- Planning tools for greater negotiation success.
- An introduction to cultural models for a quicker understanding of others.
- Culture-specific insights - a deeper unterstanding of values and behaviour.
- Utilising online resources and AI tools for faster preparation and comparison of cultures.

Negotiation process
- The four key phases of negotiation.
- Fact-orientation vs. relationship-building in negotiations.
- The role that time plays in negotiations.
- Implementing the Harvard Principles in negotitation.
- Negotiation tactics and techniques.

Communication techniques
- Understanding and using direct as well as indirect communication styles.
- Offering feedback and appreciating negative and positive styles.
- The impact of body language in negotiation and reading the signals.
- Confrontational and competitive negotiation vs. cooperative approaches.

Closing the deal
- Appreciating decision-making processes in various cultures.
- Power and hierarchy and their influence on the decision.
- Trust and the various interpretations of the word "contract".
- Summary of how people negotiate differently worldwide.

Developing and maintaining a level of trust between the negotiating parties
- Dealing with critical situations in international negotiations.
- Negotiation do's and dont's from around the world.
- Strategies to handle different nationalities and cultures.
- Trainer and group for your personal cultural challenges in negotiation.

Online Learning Platform

Once you have registered, you will be able to access your online learning platform, including extra materials for consolidating what you have learned.

Your benefits

You will
- get a toolbox to systematically prepare for negotiations,
- be sensitised for negotiations with different nationalities and cultures,
- be able to discuss more easily with negotiating partners from other cultures,
- handle critical situations in international negotiations.

Methods

Trainer input, individual and group work, simulation with video feedback, discussion, case-studies and analysis of critical incidents. This course aims at mastering negotiations in English.

Who should attend

Anyone who is fairly new to the topic of negotiation and needs to conduct discussions on an international level. Employees with some negotiation experience who now wish to apply their skills in a cross-cultural context.

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

After successful completion, you will receive an Open Badge from us.

Read more:
https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges



Instructor



Jillian Anderton
M. Sc. (Master of Science) in Applied Linguistics (Oxford). Intercultural studies diploma. Trainer with over 20 years experience. Qualified systemic business coach. Over 10 years stage /theater experience in Australia and



Sebastian Hawkins
Ich bin Trainer und Coach, weil ich gern sehe, wie Menschen schnell sicherer werden – in Verhandlungen, schwierigen Gesprächen und im Auftreten. Den Anstoß gab eine Inhouse-Trainerin im Freundeskreis:

Germany. Expertise: communication, persuasion and influence, presentation, rhetoric and story telling, presence, body language, stress management, intercultural competence.

„Das könntest du auch.“ Mich motiviert, wenn Teilnehmende merken: Das kann ich anwenden.

Was mich ausmacht: praxisnahe Trainings mit viel Übung, klarer Struktur und humorvoll-offener Atmosphäre. Echte Fälle, greifbare Tools, viele Beispiele – auch aus eigenen Fehlern. Kein „one size fits all “, sondern Entwicklung entlang der eigenen Stärken. Und ja: Mein "Britishness" sorgt oft für ein Schmunzeln – und macht manches leichter ansprechbar.

Your advantages at a glance

Open Badges
Add your digital badge to career networks and show what you can do.

Small group – big learning success
For optimal learning, the number of participants for this qualification is limited.

Fully covered
The participation fee includes:
- a shared lunch on each full seminar day
- refreshments during breaks

All learning materials at a glance
In your app or online learning environment you will find all relevant information, services and working materials for your qualification after registration.

Training details

Training in English | Präsenz

2 days
Limited number of participants

Dates & locations

09.-10.12.2026
Berlin
Venue
NH Berlin Alexanderplatz

Days & Times
Wednesday, 09.12.2026
9:00 am - 5:00 pm
Thursday, 10.12.2026
8:30 am - 4:30 pm

09.-10.02.2027
Frankfurt a. M./Eschborn
Venue
Best Western Plus iO Hotel

Days & Times
Tuesday, 09.02.2027
9:00 am - 5:00 pm
Wednesday, 10.02.2027
8:30 am - 4:30 pm

29.-30.04.2027
München
Venue
Mercure München Süd Messe

Days & Times
Thursday, 29.04.2027
9:00 am - 5:00 pm
Friday, 30.04.2027
8:30 am - 4:30 pm

17.-18.06.2027
Hamburg
Venue
Best Western Plus Hotel Böttcherhof

Days & Times
Thursday, 17.06.2027
9:00 am - 5:00 pm
Friday, 18.06.2027
8:30 am - 4:30 pm

07.-08.09.2027
Düsseldorf
Venue
Sheraton Düsseldorf Airport Hotel

Days & Times
Tuesday, 07.09.2027
9:00 am - 5:00 pm
Wednesday, 08.09.2027
8:30 am - 4:30 pm

Current dates and further information can be found at www.haufe-akademie.de/5461

Participation fee

€ 1.540,- excl. VAT
€ 1.832,60 incl. VAT

The stated participation fee includes a group lunch per full seminar day, refreshments during breaks and extensive course handouts. The participant must settle accommodation costs directly with the hotel. Regarding the booking of the hotel, you will find a reservation form in your online learning platform.

Your registration options

Online: www.haufe-akademie.de/5461
E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:
https://www.haufe-akademie.de/faqs

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.
You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.