

10A Presenting your organization at the beginning of a negotiation

Explain the core business	We're a logistics company, specializing in supply chain management. We're a food processing company, specializing in meat products and a line of ready meals.
Explain the origin of the company	The company was founded by my grandfather 40 years ago. The corporation started in 1934 as the Electronics Company.
Explain the financial position	We have a \$3 billion turnover. Our turnover last year was \$150 million.
Explain the importance	We're the market leader in waste treatment technology. We're among the top five manufacturers in Spain.
Explain the size of the operation	We have branches in over 50 countries. We operate mainly in EMEA and the US.
Describe your client base	Our key customers are the leading supermarket chains in Europe. We sell to major stores all over the world.

2 Test yourself. Cover the sentences above and then complete these sentences.

- 1 We're in Dubai.
- 2 We in Africa mainly.
- 3 We're the market for this kind of software.
- 4 Our increased to £50 million last year.
- 5 Our main are large supermarkets.
- 6 We're a software company, in business software.

3 Prepare a one-minute presentation of your company for the start of a negotiation.

Follow the instructions in the Briefing but note that you do not have to make the points in the same order or include every point. Make notes to help with your presentation if necessary.

4 Now present your company and, if you can, record your presentation for review. Ask a partner or colleague to listen to and comment on it.

Business culture

See page 109 to find out more about international differences between people's expectations in a negotiation.