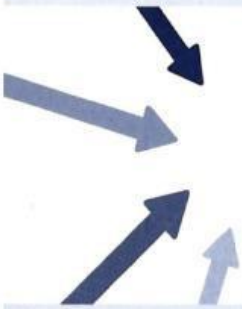
# 10 International negotiations

*You don't get what you want. You get what you negotiate.*



## Aims

- How to introduce yourself and your company
- How to recognize the five stages of a negotiation
- How to recognize which stage you are at
- How negotiation expectations differ across cultures
- How to write a letter of introduction

## A Presenting your organization at the beginning of a negotiation

### Quiz

**When you start a negotiation with people you have not negotiated with before, what do you do like to do?**

**Read the statements and choose Yes or No, first for what is important locally and then for what is important internationally.**

| | | Important locally | Important internationally |
|---|---|---|---|
| 1 | Before the negotiation I like to spend a lot of time preparing my position. | Yes / No | Yes / No |
| 2 | Before the negotiation I spend my time examining my position and also the other company's position. | Yes / No | Yes / No |
| 3 | At the start of the negotiation I like to give a bit of background to our company. | Yes / No | Yes / No |
| 4 | At the start of the negotiation I like to find out a bit about the background of the company we are negotiating with. | Yes / No | Yes / No |
| 5 | I like to get straight down to the business of negotiating. | Yes / No | Yes / No |



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