		Important locally	Important internationally
6	I like to spend time getting to know the people I'm negotiating with before getting down to business.	Yes / No	Yes / No
7	I like to be very direct in my negotiating style and I like to bargain hard.	Yes / No	Yes / No
8	I prefer to go slowly and explore the other person's position before I reveal my own.	Yes / No	Yes / No
9	I like to make sure both sides are winners at the end of a negotiation.	Yes / No	Yes / No
10	I recognize in any negotiation there are winners and losers.	Yes / No	Yes / No

Briefing

The first thing you need to do when you begin a negotiation with a new partner, supplier or customer is to make your organization's status clear to them. Never assume that your negotiating partner knows all the relevant information about your company.

Here are eight ways you can impress the person you are negotiating with.

1	**Introduce yourself**	This includes explaining your own role in your organization.
2	**Explain the type of company**	This includes saying where your organization is based and what it does.
3	**Explain the core business**	This includes describing the market sector(s) and your products or services in more detail.
4	**Explain the origins of the company**	It is always interesting to potential partners if you give them some information about your company's history and development.
5	**Explain the financial position**	Without revealing any confidential information, give your negotiating partner a sense of the financial scale of your company.
6	**Explain the importance**	Tell your partner where you stand in comparison to the competition in your market sector(s).
7	**Describe the size of the operation**	Give some information about where you have branches, factories, offices and so on.
8	**Describe your client base**	Tell your partner about the kinds of companies and people you sell your services or products to.

LIVEWORKSHEETS