

# Negotiate in China

## Target audience

Managers and their staff planning to negotiate with Chinese partners.

## Prerequisite

No prerequisite

## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with Chinese contacts, enabling them to be operational right from the start. At the end of this training, participants will have acquired the necessary skills to help them to:

- Be aware of their own cultural baggage
- Fully understand Chinese context and culture
- Analyze possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand decision-making and negotiation processes

## Added value

- Conducted by an intercultural expert consultant
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for 1 year
- Sharing best practices and personalized action plan

## Accessibility

All our training courses are accessible to people with disabilities. Each training project will be the subject of a case study by our teams, in order to adapt the training program.

## Corporate Training Solutions

Duration: to define.  
You wish to organise a specific training course ?  
Contact us !

## PROGRAMME OUTLINE

### MODULE 1: UNDERSTANDING THE CULTURAL DIFFERENCES

#### 1. Cultural awareness: the key to success in international business

- Taking stock of one's cultural baggage
- The basics of effective intercultural management
- Identifying and going beyond stereotypes
- The impact of the Chinese culture on business life
- Understanding the Chinese key values
- Identifying the specific values of the young Chinese generations
- Comparing the Chinese and European values
- Getting aware of the role of the Chinese state in the negotiations
- Understanding the process of development in China

#### 2. Understanding the Chinese economic context

- State owned enterprises, administration, private enterprises
- The market, the employment and the staff turnover
- Flexibility and innovation
- The role of the Communist Party, administration and the trade union

#### 3. Decipher the Profile of the negotiators

- Analyzing the impact of Chinese values on the behavior of negotiators
- Identifying the profile of the Chinese negotiators, depending on the regions, the age and professional experience

### MODULE 2: THE KEYS FOR SUCCESSFUL NEGOTIATIONS WITH THE CHINESE

#### 1. Analyzing the negotiation strategies

- Discovering the 36 Chinese stratagems and their impact on negotiation
- Forming an efficient negotiation team
- Preparing the negotiation session and elaborating a BATNA
- Understanding the importance of principles
- Acquiring a few problem-solving techniques
- Putting into competition
- Make your interlocutor unveil their intentions
- Choosing the right moment

#### 2. Spot the local practices

- Understanding what the word negotiation means for a Chinese
- Detecting the excessive concurrence practice
- Avoiding the non-respect of the contract
- Being careful with corruption and bribes

#### 3. Elaborating a winning strategy depending on the type of negotiation

- Setting up a strategy adapted to the following cases : joint venture, equipment sales, sourcing, conflict resolution
- Negotiation with the government
- Handling a crisis
- Identifying the codes to avoid making mistakes
- Hiring a good interpreter

#### 4. Identifying who makes the decision at a negotiation table

- Deciphering body language
- Understanding business etiquette, banquets and karaoke
- Learning prudence, patience and humility
- Avoiding sensitive subjects : history, religion, politics
- Handling humour