



CROSS-CULTURAL NEGOTIATION™

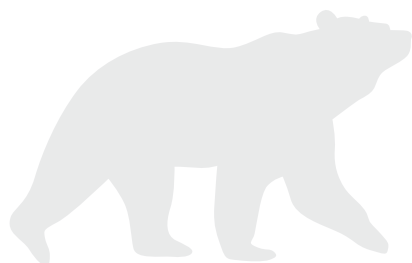
SOLUTION OVERVIEW

Cross-Cultural Negotiation™ (CCN) is a dynamic, hands-on one-day workshop that equips professionals with the insights and tools needed to navigate the complexities of global partnerships. Designed for teams working across cultural boundaries, this program enhances participants' ability to communicate and negotiate effectively with international peers and partners. Through a blend of realistic simulations, application discussions, personalized feedback, and team-based exercises, participants build a "gut-level" understanding of the behaviors and skills used by top performers to achieve stronger multicultural negotiation outcomes.



ABOUT THE WORKSHOP

- 1 day (8 hours total)
- Instructor-led
- Customized for each client
- Groups of 12-24 people
- Delivered on-site and/or virtually



WORKSHOP OBJECTIVES

By the end of CCN, participants are provided with:

- a personalized profile comparing your results with data from other countries in five validated areas in which cultural preferences create negotiation challenges and opportunities;
- a new awareness of how you typically respond in cross-cultural situations, and how you can use concepts from previous negotiation training to achieve better outcomes;
- guidelines for approaching cross-cultural negotiations that help you conduct them with the most productive mindset possible;
- practical strategies for applying fundamental negotiation concepts successfully in current cross-cultural negotiations;
- insights on how to address language issues that typically arise during cross-cultural negotiations; and
- a planning approach and tool that helps you anticipate likely cross-cultural negotiation challenges, identify culture-based needs of other parties, and establish a more favorable environment for successful cross-cultural agreements.

METHODOLOGY: THE RED BEAR DIFFERENCE

1



STRATEGIC ALIGNMENT

Through upfront interviews and data gathering, common negotiation challenges and mistakes are identified. Those insights allow RED BEAR to tailor its solutions to address the specific needs of each client.

2



EXPERIENTIAL LEARNING

Participants engage in highly interactive experiences to discover and learn key negotiation skills, and then practice those skills to develop the competence and confidence to use them immediately in real-world situations.

3



COACHING & REINFORCEMENT

Following each workshop, RED BEAR provides clients with comprehensive coaching and reinforcement solutions to ensure profitable negotiation strategies and behaviors are utilized back on the job.

4



MEASUREMENT

A post-workshop study is conducted to track skill adoption and its impact on bottom-line business results to truly measure ROI. Detailed reports are provided which include actionable insights on areas of strength/improvement.



RED BEAR BY THE NUMBERS

10+ years
in business

Worked with
45% of
Fortune 500

150k+
professionals
trained

Communication
in **14 languages**

Delivered
workshops on
6 continents

10x ROI
guaranteed

Become a World-Class Negotiator Today.
Contact Us to Learn More.

CONTACT US TODAY

ABOUT RED BEAR NEGOTIATION

RED BEAR transforms people, teams, and organizations into world-class negotiators. Trusted, forward-thinking companies around the world, across every industry, from the Fortune 500 to high-growth start-ups rely on RED BEAR's proprietary negotiation training to accelerate revenue/margin growth, reduce costs, drive greater internal alignment, improve cross-cultural expertise, and support achievement of other critical corporate goals. RED BEAR's training courses and expertise lie in sales negotiation, procurement negotiation, and cross-cultural negotiation. For more information, visit www.redbearnegotiation.com.