

Market leading negotiating education

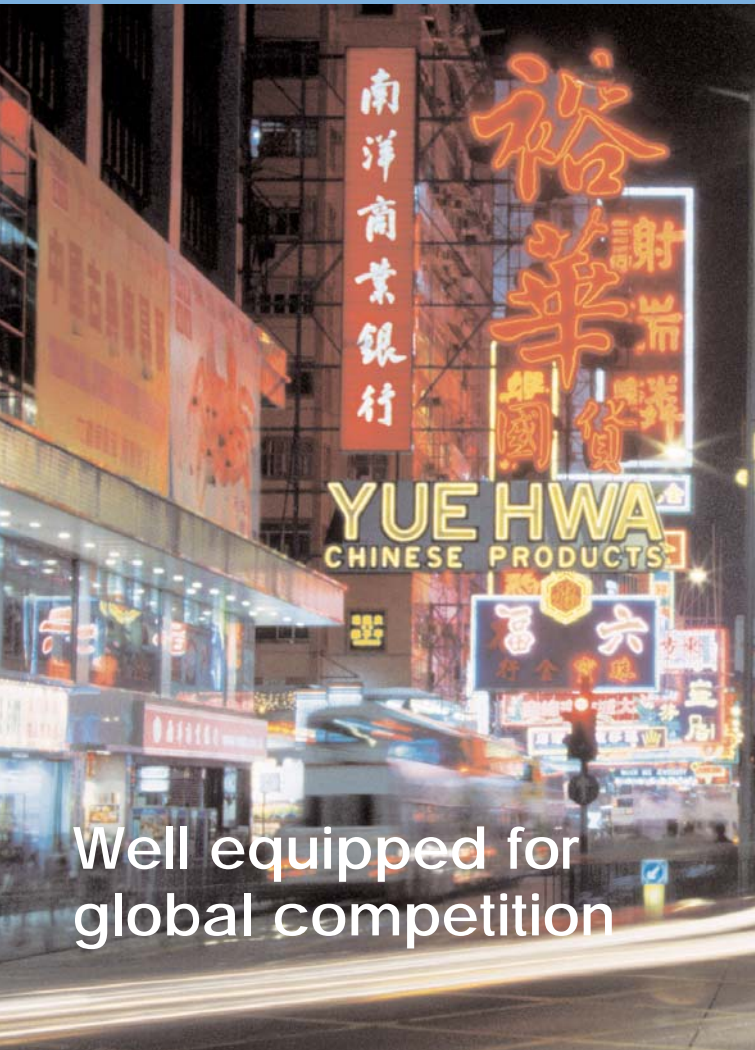
International Negotiation

How does your chinese counterpart think? Why do you have to make friends before you start to do business in India?

Global sourcing and international business increases fast. And so does the need to negotiate in foreign cultures.

International Negotiation

- Become more aware of your own cultural paradigms!
- Understand and respect cultural differences in different parts of the world
- Understand how differences may affect the process of business and professional communication.



Well equipped for global competition

In order for TeliaSonera Global Accounts to succeed as well as possible in a tough international business environment, Silf Competence was hired to develop an internal negotiating program.

"In large Anglo-Saxon companies, there is a tradition of a high level of negotiation skills. Those of us living in the Nordic Region have many strengths but one weakness is that our politeness and goal-orientation can be used against us in an international context," says Micaela Magnertoft-Lagerbäck, Vice President TeliaSonera Global Accounts.

So far, the operational management group, Global Account Managers, and nearly all Account Managers have gone through the internal negotiating program. According to Micaela Magnertoft-Lagerbäck, the results have been clear.

"Currently, everyone prepares extremely well prior to negotiations and we have become aware of our own strengths, weaknesses and pitfalls. By mixing different nationalities in the role-play and other negotiation exercises we learn from each other and become aware of national characteristics and differences. ■

TeliaSonera



International Negotiation

This two-day intercultural communication skills training programme will give you a number of tools for facilitating the process of intercultural business, negotiation and professional communication.

Contents

- What is culture? A three-level model:
 - Products and behaviours
 - Norms and values
 - Basic assumptions
- How do cultures differ? The "Seven Dimensions of Culture" model
- Relationship to Time
- Strategies for effective intercultural communication in negotiations

Who should attend?

Purchasing, sourcing, sales and other business professionals wanting to improve their skills in negotiation joint-gain agreements with internal counterparts or strategic suppliers and customers.

The course is carried out as a residential course over two days.

Silf
COMPETENCE

Silf COMPETENCE AB

Address: Box 1278, 164 29 Kista Visiting address: Kistagången 2, 4 tr. Kista Tel: + 46 (0) 8 752 16 70 Fax: + 46 (0) 8 750 64 10 E-mail: silfonline@silf.se
www.silf.com