



# SCHOOL OF GLOBALIZATION AND INTERCULTURAL BUSINESS RELATIONS

GIBRELATIONS.COM INFO@GIBRELATIONS.COM +7 953 349 38 49

## Successful Business With China

### Day 1 (3 hr block)

#### 1. Difficulties in intercultural negotiations/example stories.

- a. A deep explanation as to why you need this course.
- b. Sharing of specific challenges your company is having and their solution.

#### 2. How cultures differ in negotiations.

- a. Key trigger points for British and American cultures.
- b. Key trigger points for Russian culture.
- c. Knowing your own trigger point. Why it is important.

#### 3. Thinking patterns in different countries.

- a. Explanation of thinking patterns and how they pertain to negotiation and business thinking.
- b. Putting it together in negotiation.

#### 4. How to take what you've learned and use it to get what you need in the deal.

### Day 2 (3 hr block)

#### 1. Entering the market of China.

- a. Prepare and start working with suppliers remotely: telling fair market price of a product, how to tell real capabilities of the supplier, documentation.
- b. Live negotiations: preparation, the process of negotiations, positioning yourself and your team, get the result that you need.

#### 2. Building relations with the Chinese partners based on key trigger points.

- a. Using key trigger points in deep negotiations.
- b. Practice using trigger points.

### Day 3 (3 hr block)

#### 1. Frequently asked questions from importers.

- a. Investments from the Chinese manufacturer.
- b. Ordering manufacture of products using technical specifications: production and shipment control.
- c. Placing a contract with a Chinese company, working with papers.
- d. Visiting a few Chinese companies: strategy, positioning yourself and your team, summing up, follow-up actions.

### Day 4 (3 hr block)

#### 1. Practice what you've learned.

#### 2. Pushing the deal when the deal is difficult where there is a sticking point.

- a. How to push for your company's need and the deal that you need.
- b. Using their culture and their trigger points to your advantage in the deep negotiations.
- c. Key words. Words that make the Chinese move / do business / take action.



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## **Upon completion of the course the students will:**

- Know what moves business forward in China and their key trigger point
- Know how to use the trigger point to your advantage to get the result
- Know how to prepare for negotiations to get the result for the benefit of both parties
- Feel confident and in control when negotiating with China
- Be able to establish steady and efficient cooperation with the Chinese companies for mutual benefit

**Certificates will be provided upon completion of the course.**

In order to request the training please contact us [info@gibrrelations.com](mailto:info@gibrrelations.com)