

Negotiate successfully in an international environment

International VDI Workshop

Efficient International Negotiation Skills for Sales Engineers



The following topics will be discussed:

- **Maximizing Opportunities through pre-negotiation Preparation**
- **Improving your verbal and non-verbal Communication Skills**
- **Understanding the Interests, Priorities, and Goals of all Parties**
- **Knowing how personal Biases and cultural Differences impact Negotiations**
- **Dealing with irrational People and challenging Relationships**
- **Transforming Competition into Cooperation and Opponents into Partners**

Dates and Venues

July 23 and 24, 2019
Stuttgart

November 18 and 19, 2019
Berlin

March 26 and 27, 2020
Dusseldorf

Communication is the key to success

Workshop Chair

Dipl. Betriebswirt (FH)
Thomas Roithmeier, ARS EMENDI,
Obergünzburg, Germany



General Information

Aims and Objectives

In the modern business world, many organizations are competing in an increasingly global marketplace. Negotiating with partners from other countries and cultures can present unique challenges and obstacles. Therefore, successful international negotiations require self-awareness, preparation, practice, and intercultural skills.

This negotiation training addresses all four requirements by providing extensive personalized feedback, methods for efficient pre-negotiation preparation as well as strategies and methods for the successful execution of international negotiations, in order to achieve maximum results.

After the training, you will be able to communicate verbally and non-verbally in challenging situations. This training also provides you with the necessary knowledge to deal with personal biases and cultural differences and their impact on negotiations.

Through a series of individual and group exercises, you will also learn how to execute proven tactics, refine your personal negotiating style, and improve your ability to negotiate successfully in an international environment and with different cultures.

Target Group

- Sales Engineers
- Sales Representatives
- Purchasing Specialists and Purchasing Managers
- Sales Managers
- Key Account Managers

Workshop Documentation

Participants receive a manual on-site as well as a VDI confirmation of participation.



Workshop Chair

Dipl. Betriebswirt (FH) Thomas Roithmeier, ARS EMENDI, Obergünzburg, Germany



Thomas Roithmeier holds a master in business administration (Diplom-Betriebswirt FH) and has year-long international specialist and leadership experience in international sales and marketing as well as strategic purchasing and materials management.

Mr. Roithmeier gained his strategic and tactical expert knowledge in purchasing and materials management as Head of Purchasing in the transportation industry, Head of Purchasing Europe in the electronics industry, and Head of Materials Management with global responsibility in the automotive supply industry.

Furthermore, the consultant and management trainer is a competent partner for management and sales issues. For several years, he has been giving presentations in Germany and abroad; he has also written several specialist publications in the field of sourcing.

Workshop Methods

Best Practice input, group assignments and discussions, including group reflection on lessons learned. Negotiation simulations with and without video-analysis, including personal feedback and self-assessments.



Learn more about our other workshops:

Leading Teams in Agile Working Environments

July 16 and 17, 2019, Freising near Munich

November 5 and 6, 2019, Dusseldorf

Agile Project Management with Scrum

September 03 and 04, 2019, Frankfurt

December 11 and 12, 2019, Berlin

Leadership without Authority

July 23 and 24, 2019, Frankfurt

November 26 and 27, 2019, Dusseldorf

Workshop Content

1. Day 09:00–17:00

2. Day 09:00–17:00

Understanding International Negotiations

- Why international negotiations are different and what to observe
- Proper behaviour
- Choosing the best negotiation style
- The Harvard Negotiation Project: Methodology, application, limits
- Types of power that you should be aware of

Pre-Negotiation Preparation

- The 10 steps for the preparation of international negotiations
- You can't hit a target you never set: How to define and set targets
- Types of negotiation partners and how to deal with them
- Satisfaction of needs and finding common interests
- How to create an effective argumentation strategy

Getting Ready to Negotiate

- Selecting and preparing the site
- Team selection
- The most common mistakes in international negotiations
- Observing opening rituals
- Building self-confidence and credibility

Execution of Negotiations

- The 6-step negotiation process
- Negotiation strategies and tactics
- How to argue effectively: The five parts of an argument
- Negotiating with a team: Requirements, mistakes to avoid
- How to close negotiations properly
- The top ten abilities of professional negotiators

Verbal Communication

- How to communicate effectively
- Question-based leadership
- Making sure to be understood
- Active listening
- Dealing with objections: Effective objection-handling techniques

Nonverbal communication

- The importance of body language
- Analyzing the counterparts body language and drawing the right conclusions
- How to use your own body language to enhance the credibility of your arguments

Dealing with Difficult Counterparts

- Strategies and tactics when dealing with irrational counterparts
- How manage conflicts in challenging relationships
- Conflict resolution methods
- Suspending negotiations: When, why, possible benefits & risks
- The power of positive relationships

Dealing with Different Cultures

- Hospitality and good manners
- Avoiding stereotyping
- Being aware of cultural do's and don'ts in different cultures
- Handling misunderstandings with confidence

Common negotiation mistakes

- The most common mistakes in international negotiations
- How to avoid them



Five reasons why you should attend:

1. Learn how to professionally prepare and execute international negotiations
2. Achieve better results in international negotiations
3. Know how to build positive, productive relationships with all parties
4. Create value and "enlarge the pie" to produce true win-win outcomes
5. Avoid mistakes with different cultures in international negotiations



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Efficient International Negotiation Skills for Sales Engineers

VDI Wissensforum GmbH | VDI-Platz 1 | 40468 Düsseldorf | Germany

Successful negotiations in international environments

You need help?
Please contact us!

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✓ Please register for (Price per Person plus VAT):

International VDI Workshop		
<input type="checkbox"/> July 23 and 24, 2019 Stuttgart (095E075007)	<input type="checkbox"/> November 18 and 19, 2019 Berlin (095E075008)	<input type="checkbox"/> March 26 and 27, 2020 Dusseldorf (095E075009)
EUR 1.790,-	EUR 1.790,-	EUR 1.790,-

www

Participation Fee VDI-Members **Save 50 € for each Workshop Day.** VDI membership no.*: _____

* For the price category 2, please state your VDI membership number

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Workshop Venues:

Stuttgart: Ibis Styles Stuttgart, Teinacher Str. 20, 70372 Stuttgart, Phone: +49 711/9540-0, Mail: h1704@accor.com

Berlin: NH Berlin Alexanderplatz, Landsberger Allee 26-32, 10249 Berlin, Phone: +49 30/422613-0,

Mail: nhberlinalexanderplatz@nh-hotels.com

Dusseldorf: Leonardo Hotel Dusseldorf City Center, Ludwig-Erhard-Allee 3, 40227 Dusseldorf, Phone: +49 211/7771-0,

Mail: info.duesseldorfcitycenter@leonardo-hotels.com

More Hotels close to the workshop venue may be found via our HRS service www.vdi-wissensforum.de/hrs



Services: The price includes beverages during breaks and lunch. The workshop documents will be handed out on-site.

Exclusive offer: All participants at this event are entitled to a free three-month trial VDI membership. (Offer applies exclusively to new members.)

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