



*Training Course:
Negotiating Across Cultures*

*19 - 23 October 2026
Madrid (Spain)*

Training Course: Negotiating Across Cultures

Training Course code: PC1157 From: 19 - 23 October 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

Cross-Cultural Negotiation training is aimed at business personnel either traveling abroad for negotiations or hosting clients/customers from abroad. We provide you with key information on approaches to, tactics in and etiquette surrounding negotiation.

In this seminar delegates will:

- The etiquette of meeting, greeting, communication verbal and non-verbal gift-giving, entertaining and business meetings.
- Preparing for the negotiation - how to approach the negotiation, building rapport and other preparatory steps.
- Necessary information - tips on what, when and the way in which facts, statistics and other supporting evidence should be used in negotiations.
- Negotiation tactics - examining cross-cultural differences in negotiation styles such as haggling, stalling, changing demands, seeking concessions and closing deals.

Course Objectives

The aim of this seminar is to provide delegates with a practical skill base that will allow them to:

- Gain self-awareness of their personal negotiation and conflict management style
- Understand the key analysis of the negotiation and conflict process
- Learn how to achieve collaborative value-adding negotiation results
- Expand their range of negotiating skills and strategies
- Be able to use a three-step planning guide to analyze and prepare for a negotiation
- Develop the ability to mediate their own disputes and negotiations and to become a more skilled and effective negotiator

Training Methodology

This seminar is designed to be highly interactive, using a mix of case studies, role-play exercises, self-assessment questionnaires, presentations and group discussion to develop the themes around participants' own experiences

and needs. It presents an opportunity for delegates to practice the skills taught using a variety of hands-on negotiation exercises that stress participation and that reinforce and build on the comprehensive course materials. This training methodology allows delegates to significantly improve their negotiation and conflict management skills and to have all their questions answered by the highly experienced negotiation practitioner who leads the course.

Course Benefits

Communicaid's Negotiation Skills courses will provide you with:

- A greater understanding of the cultural implications of negotiating across cultures
- The ability to adapt your existing negotiation skills for an international context
- Awareness of the linguistic challenges using your negotiation skills internationally
- Practical strategies for preparing for and achieving successful negotiations across cultures

Course Outlines

All our Negotiation Skills courses are designed to meet the specific needs of our clients depending on their personal/organizational requirements and existing skills set. A Negotiation Skills course typically includes:

- Key negotiation styles and strategies
- Cultural implications of negotiating across cultures
- Communication styles for international negotiations
- A step-by-step approach to international negotiations
- Adapting your English for an international context
- The use of humor in negotiation
- Culture clash and how to avoid failed negotiations

Registration form on the Training Course: Negotiating Across Cultures

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Company Information

Company Name:
 Address:
 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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