

Negotiate like a local

Increase your success rate in international business



Jean-Pierre Coene
Marc Jacobs

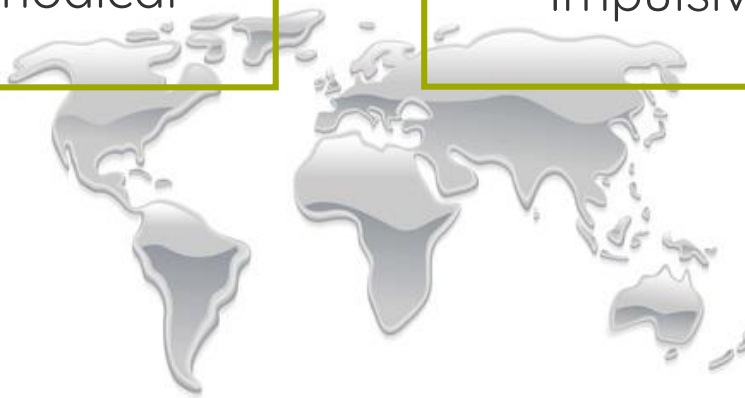
Which cultures are described below?

They are...

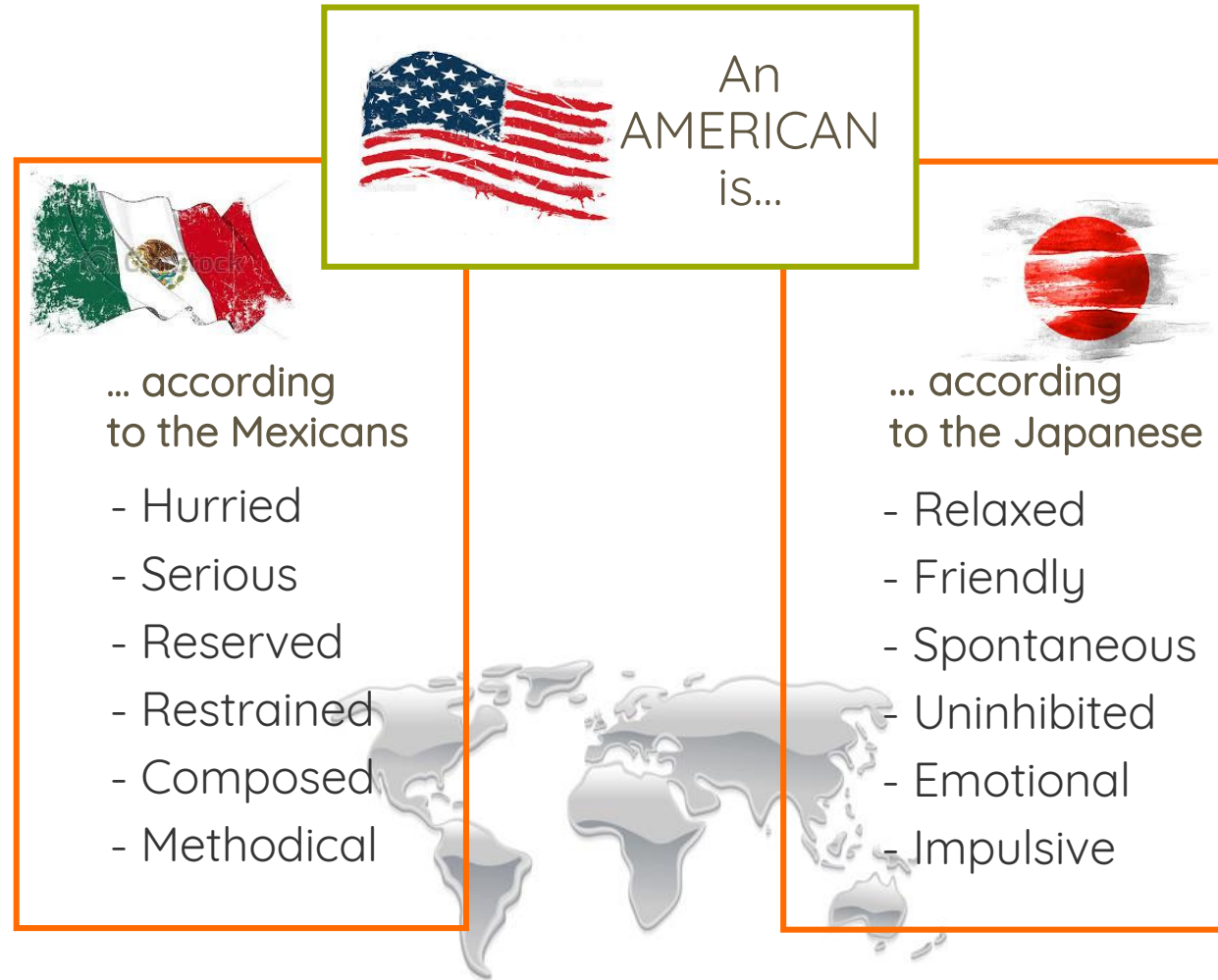
- Hurried
- Serious
- Reserved
- Restrained
- Composed
- Methodical

They are...

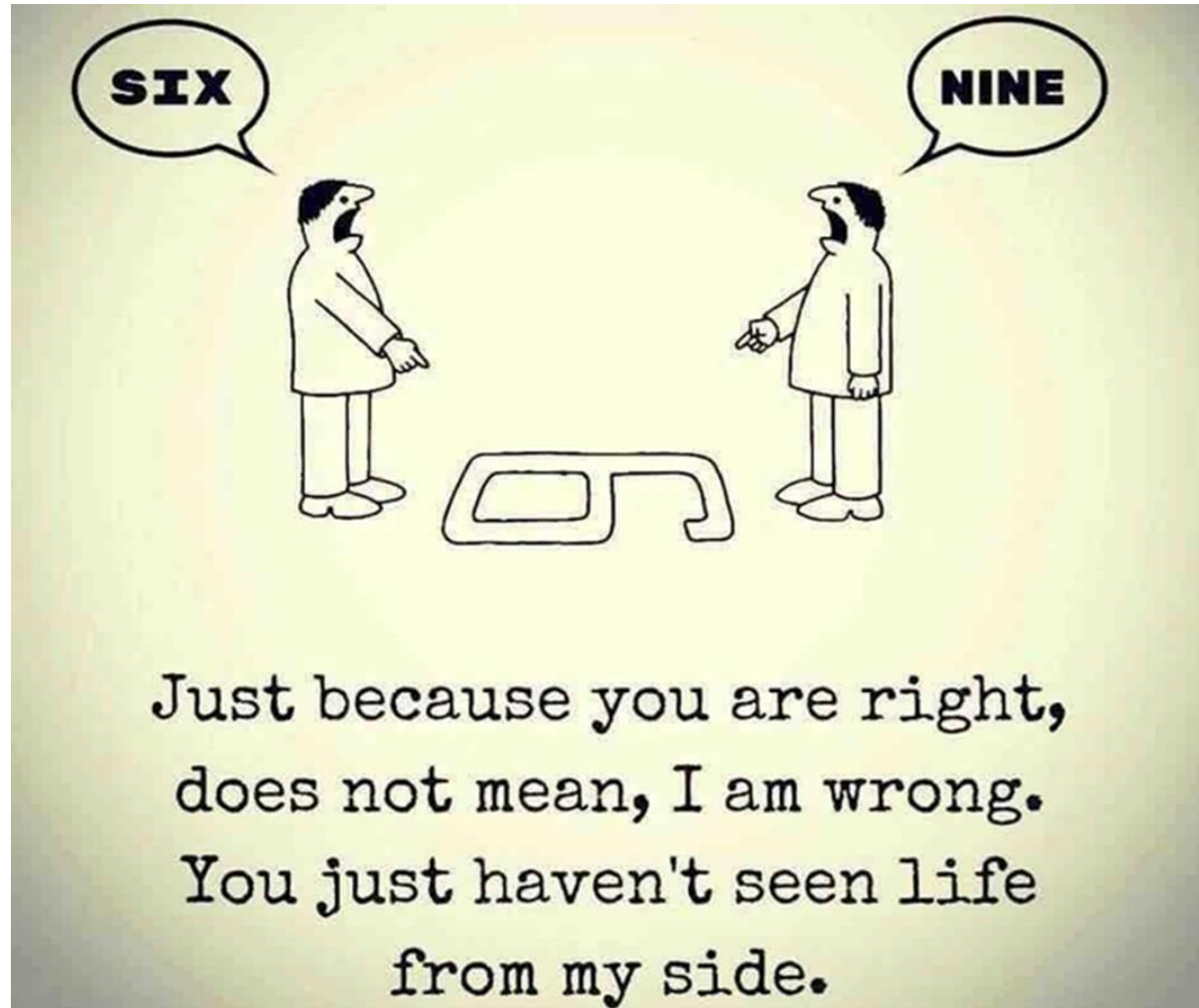
- Relaxed
- Friendly
- Spontaneous
- Uninhibited
- Emotional
- Impulsive



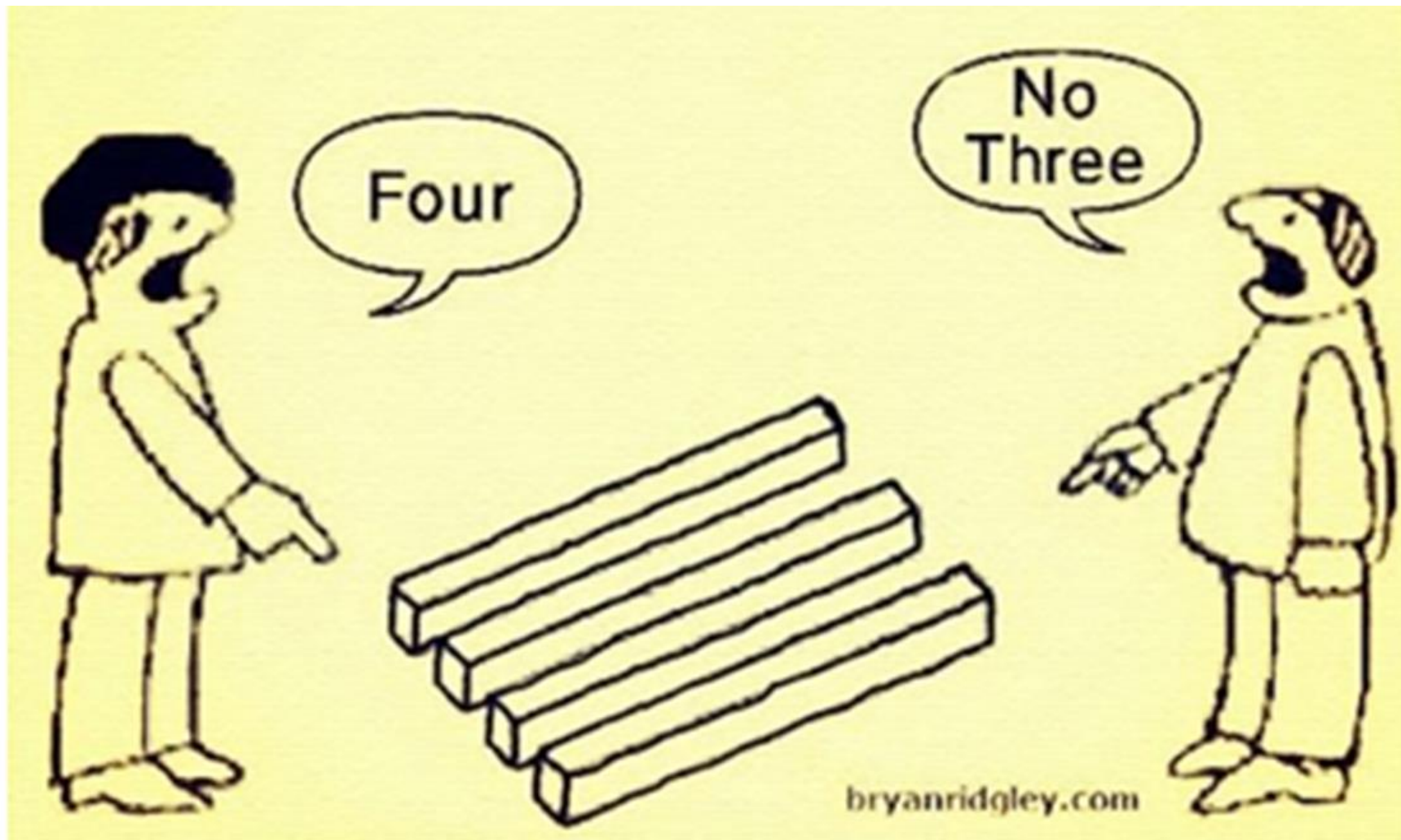
Many misunderstandings come from our cultural filter



Many misunderstandings come from our cultural filter

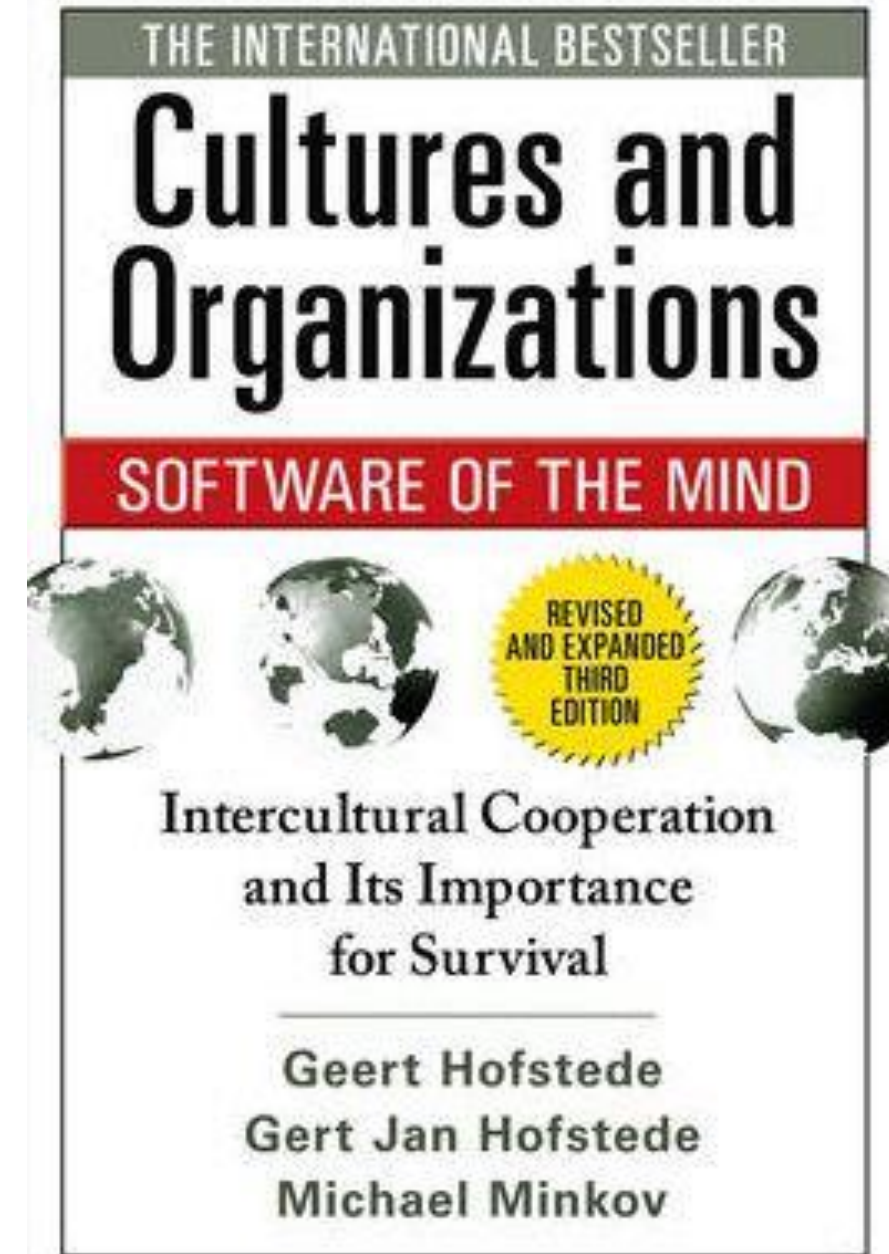


But... it is not always so easy

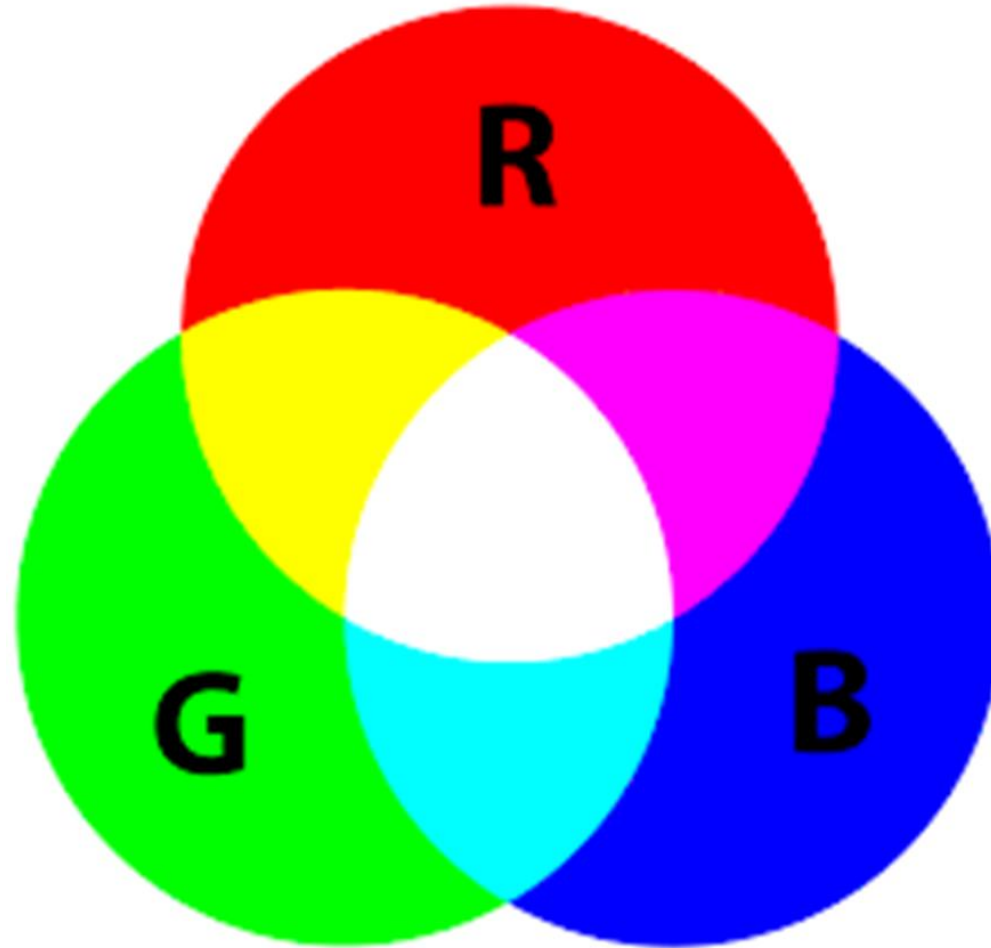


A powerful tool

- **Framework** that expresses emotions in numbers
- Along 6 **dimensions** of culture
- Anchored in **big data**
- **Validated** by 60+ independent studies
- **Data** on 110 countries



The concept of dimensions



The 6D model

Power distance (PDI)

Attitude towards Power

Individualism (IDV)

Attitude towards Autonomy

Masculinity (MAS)

Attitude towards Motivation

Uncertainty avoidance (UAI)

Attitude towards Uncertainty

Long term orientation (LTO)

Attitude towards Time

Indulgence-Restraint (IND)

Attitude towards Happiness

Our book

- Application of the 6D model in international B2B negotiation
- Macro-level approach
- 7 mindsets / 7 types of negotiators

Negotiate like a local

7 Mindsets to increase your success rate
in international business

Jean-Pierre Coene & Marc Jacobs



Based on Hofstede's
6D model of national culture

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The Competitors

USA / UK / AU / NZL



competition
achievement
innovation
accountability
win lose
ambition
winning
win
confidence
overselling
change
winner

Negotiation is a battle



Negotiate like a local

And win like a star

The Organizers

DE / AT / CH (DE) / HU



deductive principles thinking
guarantees structure standardisation
reliability autonomy
expertise
process

Negotiation is a process

The Connected

NL / DK / NO / SE / FI



consensus
win/win^{egalitarian}
poldermodel^{direct}
cooperation

Negotiation is a quest for a true WIN-WIN

The Diplomats

FR / BE / IT (N) / ES / CH (Fr) / PL



elegance
philosophy
honour
logic
analysis
protocol
hierarchy

Negotiation is a 'ballet diplomatique'

The Reciprocators

RU, BR, KR, PT, GR, MA,...



loyalty
indirect
face procedures
relationship harmony
hierarchy honour
formality

Negotiation is an exchange of favors

The Marathonians

CN, HK, ID, LK, IN,...



flexibility
loyalty
relationship
hierarchy
adaptable
harmony

Negotiation is a marathon

The Craftsmen

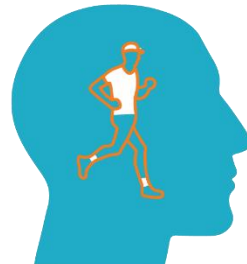
Japan



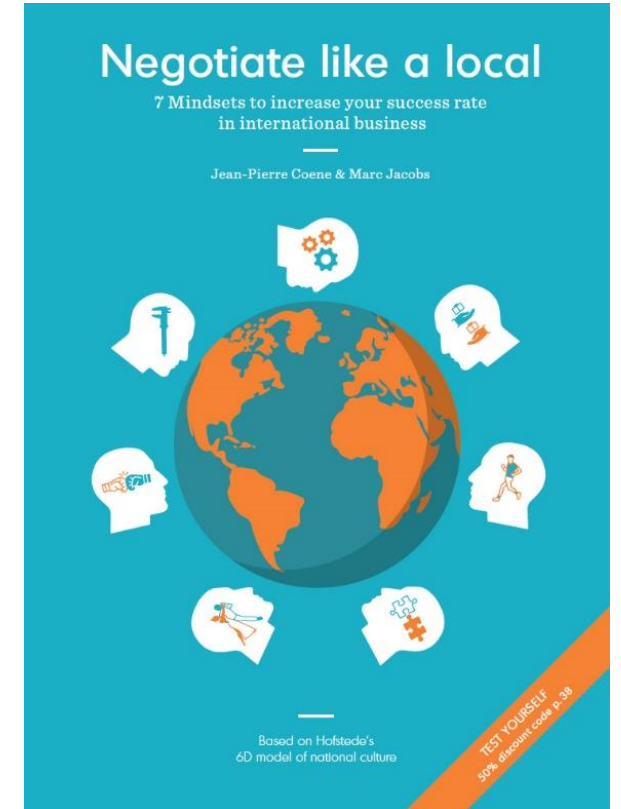
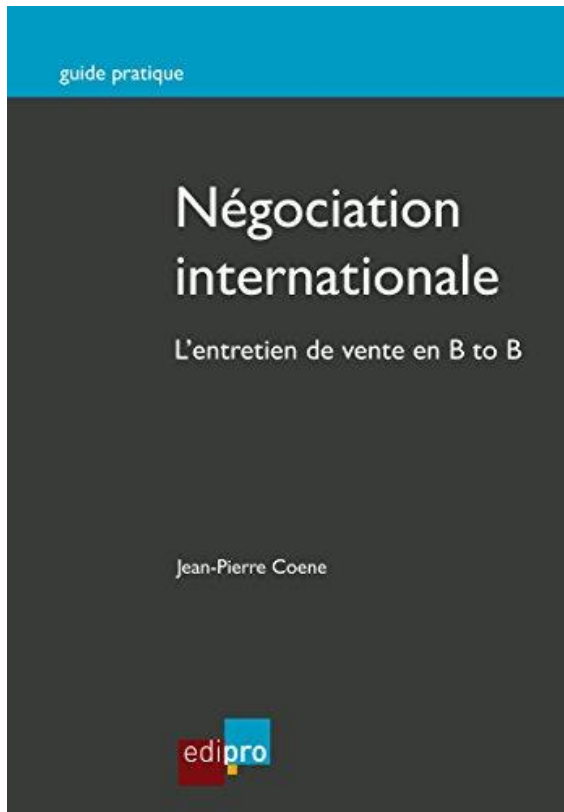
process **face**
honour
system
precision
reliability
indirect

Negotiation is a quest for perfection

7 mindsets = 7 different styles of negotiation



One size does not fit all



Translations

Mandarin version published by Fudan University Press



Coming soon

- **Italian** version by Anna Simonetti
- **German** version by Tatjana Von Bonkewitz
- **Russian** version by Pia Kähärä
- **Spanish** version by Salvador Ribas Mas
- **Arabic** version by Wassim Karkabi

