

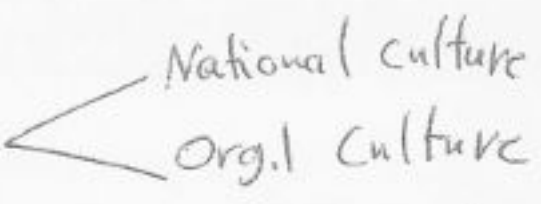
Cross-Cultural Sales Negotiations

Cultural factors are critical to understand the ~~eg~~ negotiation style of foreigners.

The Negotiation Process:

- 1 - Status distinction
 - 2 - Impression formation accuracy
 - 3 - Interpersonal attraction
 - 4 - Exchange of Info.
 - 5 - Persuasion and bargaining strategy
 - 6 - ~~Concessi~~ Concession making & Agreement
 - 7 - Negotiate Outcome
- } Non-task related Interaction
- } Task related interaction

- Implications of Hofstede's work
 - Masculinity / Femininity
 - Uncertainty avoidance
 - Power distance
 - Individualism / Collectivism
 - Different Org. models

- The Int. Negotiation influenced by 
 - National culture
 - Org. Culture

- Expatriates sales person implementation steps:
 - 1 - making the initial decision to employ an exp. sales ^{force}
 - 2 - Identifying & selecting qualified candidates
 - 3 - Provide training
 - 4 - Maintain support
 - 5 - Achieving satisfactory repatriation (return)

- Int. KM