

Entrepreneurship Curricula

Establishing the negotiation strategy

Prepare your arguments for advantages and benefits of your negotiation partner and look for arguments for eventual objections

Before negotiating outside the country, inform yourself about the mentality and local customs

Establish the strategy – evaluate your strenghts, weaknesses, opportunities and threats.

Strenghts	Weaknesses
Competitive prices Good products Special abilities A good position in the market A good image Credibility	Bigger prices than the competition A weak position in the market complaints
Opportunities	Threats
Raising the image Raising notoriety Collaboration on long term	The partner can not pay The partner is not trustworthy You can affect other contracts

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SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats