



SCHRANNER  
NEGOTIATION  
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

# FOLLOW THE SUN WEBINAR 2021

## WHITEPAPER

The contents listed in this concept are the intellectual property of SCHRANNER NEGOTIATION INSTITUTE and are subject to applicable copyright laws.  
The transfer of these concepts or parts thereof to third parties is only permitted with the express written permission of SCHRANNER NEGOTIATION INSTITUTE.



# FOLLOW THE SUN WEBINAR

## HOW TO NEGOTIATE WITH INTERNATIONAL PARTNERS?

Follow the Sun Webinar brings together negotiation experts from all over the world to share negotiation insights.

The focus of Follow the Sun 2021 was to highlight cultural differences and similarities. How to negotiate with international partners?

"FOLLOW THE SUN"  
ONLINE WEBINAR  
HOW TO NEGOTIATE WITH  
INTERNATIONAL PARTNERS?

OCTOBER 5TH  
10 am - 2 pm CET

JOIN US LIVE

10:15 AM CET - AUSTRALIA  
11:00 AM CET - CHINA  
12:00 PM CET - UAE  
12:45 PM CET - SWITZERLAND  
01:30 PM CET - USA

REGISTER HERE: [WWW.SCHRANNER.COM](http://WWW.SCHRANNER.COM)

Together with negotiation experts from Australia, China, the UAE, Switzerland, and the US, we discussed, among other topics, important elements when dealing with international business partners.

This whitepaper highlights some of the key take aways of each session.

# FOLLOW THE SUN WEBINAR

## SUMMARY – AUSTRALIA WITH JULIA EWERT



In our first session from Australia, our experts shared some important points when negotiating with Australian business partners.

- Establish “mateship“ (*mate* meaning friend) when negotiating with Australians. That is, create a friendly, straightforward, and relaxed relationship with your counterpart.
- Face-to-face partnerships are highly valued given that Australia is a great distance off from Europe, China, and the U.S. in terms of traveling.
- Long-term partnerships are the priority for Australian partners. Therefore respect, trust, integrity, and genuine morals are essential when building a base for successful negotiations/partnerships. Establishing a genuine connection on a personal level is of utmost importance to Australians. They highly value a relaxed ambiance and strongly dislike being confronted with too much aggressiveness in a negotiation.

# **FOLLOW THE SUN WEBINAR**

## **SUMMARY – CHINA WITH MING HUANG**



In our China session, knowledgeable China experts shared some insights into what is important when negotiating with Chinese business partners.

- Although globally applicable, the following traits are particularly important in the context of negotiations with Chinese business partners: Good breeding, e.g. good manners and showing respect.
- Be careful before addressing problems or other delicate issues. Rather, focus on establishing a relationship based on trust first. Having a good relationship is of paramount importance.
- Having locals as part of your negotiating team is vital when conducting negotiations in China. This ensures a steady flow of information. Additionally, having local people on your side also helps you to build and establish a good relationship.

# **FOLLOW THE SUN WEBINAR**

## **SUMMARY – UNITED ARAB EMIRATES WITH LOUSIN MEHRABI**



With over 200 nationalities living in Dubai, understanding your counterpart’s cultural background is crucial.

- Do your research in advance and show that you care. Recognition and empathy go a long way in negotiations.
- When negotiating with Emiratis, be transparent and honest. Voice your demands sincerely and respectfully. Learn how to decode signs from your partner, e.g. there are numerous ways of saying “no” in the region.
- Agility and the aspect of the law are of great importance. Since the UAE continues to be an evolving country, be acutely aware of constant changes in governmental regulations. It is often helpful to hire an advisor, if you plan to open a new business in the region or negotiate a large deal.

# FOLLOW THE SUN WEBINAR

## SUMMARY – SWITZERLAND WITH MATTHIAS SCHRANNER



In our Switzerland session, our founder and CEO, Matthias Schraner, shared some insights on how negotiations are changing in the midst of the Covid-19 pandemic.

- One element which is changing in global negotiations is that the predominant commercially-driven focus in negotiations (e.g. emphasizing price, volume, terms and conditions, etc.) has shifted towards a risk-sharing approach.
- Risk-sharing, in this context, means that the negotiating parties are first concerned with outlining the risks of both parties. After doing so, they negotiate the risks. This is significant for the negotiating teams as the preparation becomes more complex, due to the fact that the legal teams of both sides need to be involved.
- Covid-19 also accelerated the shift towards digital or virtual negotiations. When negotiating digitally, be aware that the negotiation process is different. For instance, the process is spread over multiple media communication channels. When in a deadlock scenario, LinkedIn provides a good platform to facilitate an informal conversation which otherwise would have happened face-to-face.



# FOLLOW THE SUN WEBINAR

## SUMMARY – USA WITH ANDREW KOHLRIESER 1/2

In our U.S. session, we talked about some of the main challenges which are currently noticeable from a negotiation perspective. The challenges, which go hand in hand, are as follows:

- Uncertainty – e.g. due to economic and labor challenges, international trade arrangements, the danger posed by cyber attacks, etc.
  - You need to be able to keep your side of the deal.
- Grief – the pandemic has shifted the mindset to questioning and overthinking the cost benefit-analysis.
  - You need to demonstrate empathy and understanding.
- Caution – that is, a high degree of caution among U.S. business partners leads to a need to restore and reexamine trust.
  - You have to prove that you are a trustworthy negotiation partner.

# **FOLLOW THE SUN WEBINAR**

## SUMMARY – UNITED STATES OF AMERICA 2/2



What is important when negotiating with U.S. business partner?

First and foremost, it is important to keep in mind that from a U.S. perspective, a negotiation is generally seen as *coordination* between two negotiating parties rather than a *collaboration*. Hence, if you cannot live up to your end of the agreement, do not expect a great deal of collaboration in solving the issue.

Furthermore, be aware of the following:

- Be prepared for a quick negotiation process, ready to make a deal
- Focus on quality (both in terms of the negotiation, e.g. by conducting efficient meetings, and the quality of negotiated products and/or services)
- Highspeed, reliable and consistent communication is paramount – reply to emails in max. 24h



CONFERENCE  
ZURICH | 2022

THE WORLD'S LEADING FORUM FOR NEGOTIATIONS  
ZURICH, OCTOBER 6-7, 2022

#nconference



THE INTERNATIONAL NEGOTIATION AUTHORITY

## CONTACT US

**Schranner AG**  
Negotiation Institute  
Limmatstrasse 260  
CH-8005 Zurich  
Phone +41 44 515 46 16

**Anna Cajot**  
[anna.cajot@schranner.com](mailto:anna.cajot@schranner.com)

[info@schranner.com](mailto:info@schranner.com)  
[www.schranner.com](http://www.schranner.com)



The contents listed in this concept are the intellectual property of SCHRANNER NEGOTIATION INSTITUTE and are subject to applicable copyright laws.  
The transfer of these concepts or parts thereof to third parties is only permitted with the express written permission of SCHRANNER NEGOTIATION INSTITUTE.