

# TRAINING

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## HOW TO NEGOTIATE WITH AMERICANS

Dealing and doing business with Americans can be frustrating. They think differently, they can be arrogant, the timing of business is often different, and building relationships can be difficult. They can be the most difficult people to negotiate with in the world, but America is the biggest market in history, and if you want your part of it, you'd better know the ins and outs of the system.

In “**How to Negotiate with Americans**” we explain the differences in how Americans think and how they will most commonly react in negotiations. Thus allows you to prepare and avoid common mistakes.

“**How to Negotiate with Americans**” also involves simulation exercises, as well as extensive sessions on planning. The programs are taught personally by Bob Gibson, a specialist in negotiation worldwide since 1986, when Negotiation Resources was formed.

While each session is different, depending on delivery location, certain aspects of the program remain universal:

- **Tactics & Strategies.** Through 2 decades in business & negotiation all over the world, Bob has become internationally renowned as a negotiation specialist. As such, he is intimately familiar with tactics used by American Business. He's identified the most effective, the ones used most often in different parts of the world, and he'll teach your organization exactly how to respond to them.
- **Continuum of Business/Moments of Truth.** A key thought process that separates this program from all other negotiation instruction. It's the key to successful business deals while maintaining relationships.
- **All About Power.** Where real power comes from, how to get more of it, how to face- and successfully outsmart – the other parties power. When you're dealing with Americans, you'd better understand this, and be good at it.
- **Positioning.** How to position yourself and what you want for maximum strength in a negotiation.
- **Formula for Success.** A proven process that works wonders in any negotiation. It heads off trouble before it starts. It's a simple, but profoundly effective tool.
- **Negotiation Style.** How to find your natural **negotiation style** and use it successfully.
- **Planning.** The “**STREET-SMART Negotiation Planner**” teaches a businessperson how to plan- really plan before a negotiation. The planner guides them through the minefield of international negotiation. It helps them avoid mistakes, and most importantly - it shapes the way they think. They will reach a point where they will never be ambushed again.

*Bob Gibson is a negotiation strategist and the president of San Francisco-based [Negotiation Resources](#). He may be reached at 415-331-8808.*