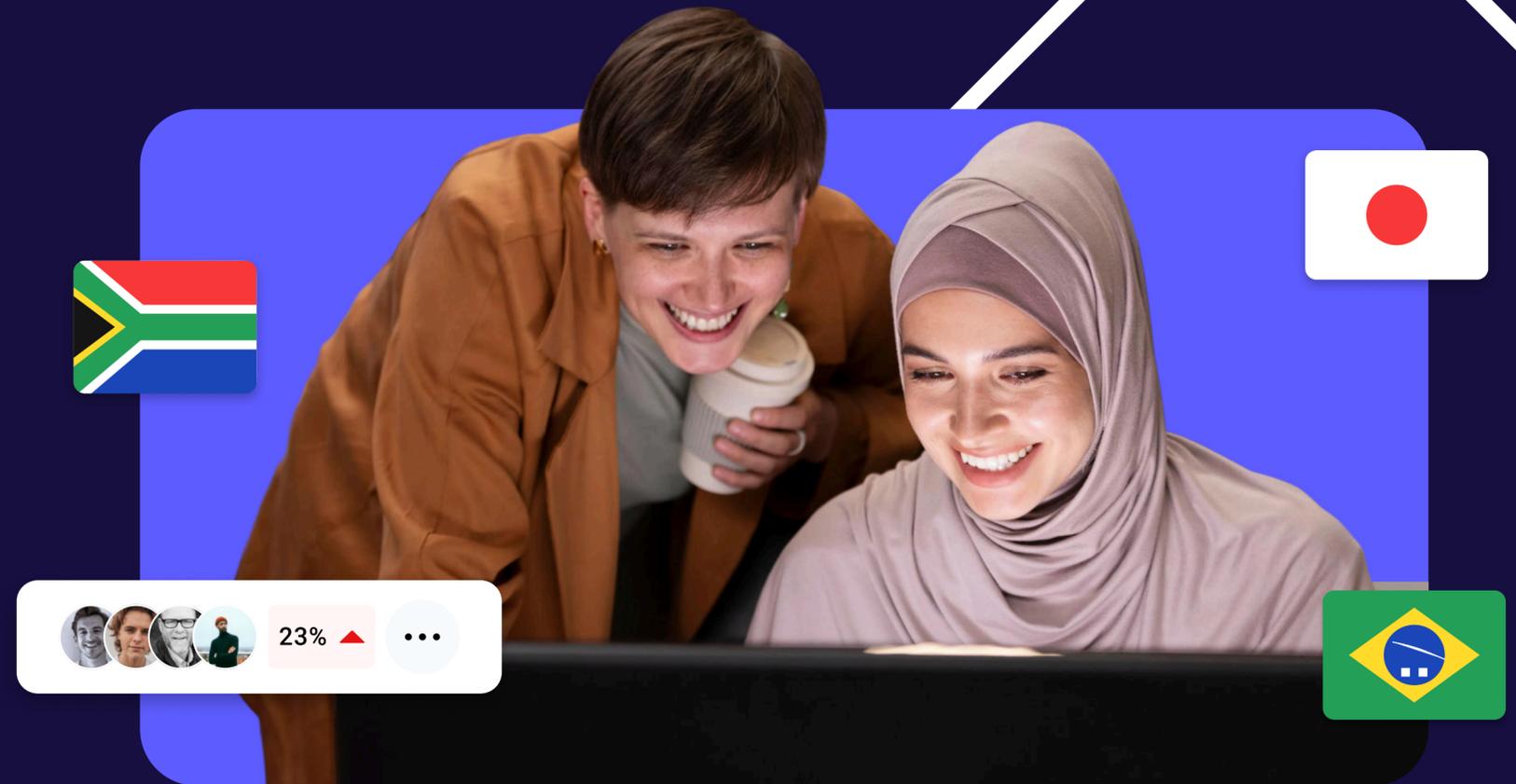


PROGRAM SYLLABUS

Cultural Impact on Negotiation Course

Online Certificate Program

Last update: February 7, 2026



An overview

What can you expect of this program?

Cultural Impact on Negotiation Course

Welcome to our Cultural Impact on Negotiation Course!

This course is designed to help procurement professionals understand the cultural impact that can arise during international negotiations. Whether we like it or not, culture influences our behavior, communication, but also our negotiation styles and strategies we use when interacting with others. By identifying areas where these cultural factors may appear and understanding how to interpret different behaviors, you can save time and choose the best approach for your reactions during negotiations.

If we start recognizing and celebrating these cultural differences instead of ignoring them, we will be able to use our skills and knowledge more effectively, creating greater value in collaboration with our counterparts.



– Marijn Overvest, founder Procurement Tactics

-  **Online, self-paced learning**
-  **Subtitles in 5 different languages**
-  **Cultural negotiation case studies**
-  **Interactive case studies**
-  **8-16 hours study material**
-  **12 months course access**
-  **Official certificate upon completion**
-  **Cultural impact analysis tools**
-  **Reading materials & bonus content**
-  **60-day money-back guarantee**

200+ companies trust us



About Your Instructor

Marijn Overvest

Your instructor for this course is Marijn Overvest, the Founder of Procurement Tactics. With over 15 years of experience, Marijn has worked on deals worth over €500 million with companies like Heinz and Unilever and has trained more than 200 procurement teams worldwide.

Marijn is passionate about helping procurement professionals learn and grow. He is always looking for new ways to improve his own knowledge and share what he has learned. His experience includes working on negotiations, sustainability, and building strategies in industries like FMCG (retailers and suppliers), aviation, and pharmaceuticals.

With Marijn's practical advice and stories from personal experience, you will learn how to improve your procurement skills and achieve better results for you and your company.



Learn in-demand skills

And take your career to the next level

Study objectives



Identify the relationship between culture and negotiations

Gain an understanding of the relationship between culture and negotiations & identify the different kinds of negotiation techniques that you can expect around the world.



Gain practical tips and knowledge on how to guide and approach international negotiations

Learn the guidelines for approaching international negotiations as well as how to recognize the barriers and how to overcome them.

The perfect fit for

This course is suitable for a wide range of professionals who want to understand how cultural differences influence the negotiation process and improve their performance in international settings. Whether you are a novice or an experienced negotiator, this course provides valuable knowledge that can improve your negotiation skills in a culturally diverse context.



Gather knowledge on things to avoid and implement when negotiating with various cultures

Learn about the do's and don'ts when negotiating with various cultures. Structure the negotiation strategies according to the region or country.



Recognize how businesses are influenced by culture

Learn about the do's and don'ts when negotiating with various cultures. Structure the negotiation strategies according to the region or country.

Curriculum structure

Practical. Comprehensive. Game changing.

1. Introduction to Cultural Impact on Negotiation

10 lessons

Course Introduction

Module 1 Introduction

Defining Culture and Negotiation: The Basics

Negotiation Process

The Close Link Between Culture and Negotiation

Different Negotiation Styles

Negotiation Techniques Around the World

Guidelines for CION

Barriers in Cross-Cultural Negotiations and How to Overcome These Challenges

Causes of Failure in International Negotiations

Module 1 Wrap-up

2. How Culture Influences Negotiations

5 lessons

Module 2 Introduction

How Businesses are Influenced by Culture

How Relationships are Influenced by Culture

How Different Cultural Patterns Affect International Negotiations

Module 2 Wrap-up

Curriculum structure

Practical. Comprehensive. Game changing.

3. Different Negotiation Styles in Different Regions

17 lessons

Module 3 Introduction

Navigating the Cultural Negotiations Around the World: The Hows and The Whys

Culture and Negotiations: European Style

Exploring the Negotiation Styles of European Countries

Exploring the Negotiation Styles of Mediterranean Countries

Culture and Negotiations: North American Style

Exploring the Negotiation Styles of North American Countries

Culture and Negotiations: South American Style

Exploring the Negotiation Styles of South American Countries

Culture and Negotiations: Asian Style

Exploring the Negotiation Styles of Asian Countries

Culture and Negotiations: Middle East Style

Exploring the Negotiation Styles of Middle Eastern Countries

Culture and Negotiations: African Style

Exploring the Negotiation Style of African Countries

Module 3 Wrap-up

Course Wrap-up

MODULE 1

What you can expect

1. Introduction to Cultural Impact on Negotiation

In Module 1 of this course, you will learn key definitions, understand the negotiation process, and explore the strong connection between culture and negotiation styles. You will get insights into different negotiation styles often encountered in international settings and how they relate to cultural differences. We will also explain why negotiations sometimes fail in these contexts and how to overcome those challenges.

Overall, this module is designed to provide a foundation for the more practical modules that follow.

Content

1. Course Introduction
2. Module 1 Introduction
3. Defining Culture and Negotiation: The Basics
4. Negotiation Process
5. The Close Link Between Culture and Negotiation
6. Different Negotiation Styles
7. Negotiation Techniques Around the World
8. Guidelines for Cultural Impact on Negotiations
9. Barriers in Cross-Cultural Negotiations and How to Overcome These Challenges
10. Causes of Failure in International Negotiations
11. Module 1 Wrap-up

MODULE 2

What you can expect

2. How Culture Influences Negotiations

In Module 2 of this course, we will shift away from theory and focus more on the practical side of things. This module covers the influence of culture on business practices, relationships, and unique negotiation patterns across different cultural contexts. You will learn about various aspects of business affected by culture, so you can approach these situations prepared. You will also understand how to build partnerships with your counterparts, depending on the importance relationships hold in their respective cultures. Finally, you will gain insights into how values, manners, ways of thinking, and negotiation styles vary across cultures and regions. Practical examples will show how these differences manifest, giving you a full picture of the key factors to pay attention to.

Content

1. Module 2 Introduction
2. How Businesses are Influenced by Culture
3. How Relationships are Influenced by Culture
4. How Different Cultural Patterns Affect International Negotiations
5. Module 2 Wrap-up

MODULE 3

What you can expect

3. Different Negotiation Styles in Different Regions

In Module 3 of this course, we will take a global journey to explore negotiation styles across different regions. We will go through each area - Europe, the Mediterranean, North and South America, Asia, the Middle East, and Africa - one by one. You will learn how cultural factors influence local negotiation tactics and communication preferences.

By looking at each region's values, manners, ways of thinking, and negotiation styles, we will cover the key factors that might be holding you back from closing successful international deals. Finally, we will provide practical do's and don'ts for each region and country, giving you the main takeaways from this course!

Once you finish the course, you will be ready to apply the practical steps, tips, and approaches we have shared across different regions and cultures. Good luck!

Content

1. Module 3 Introduction
2. Navigating the Cultural Negotiations Around the World: The Hows and The Whys
3. Culture and Negotiations: European Style
4. Exploring the Negotiation Styles of European Countries
5. Exploring the Negotiation Styles of Mediterranean Countries
6. Culture and Negotiations: North American Style
7. Exploring the Negotiation Styles of North American Countries
8. Culture and Negotiations: South American Style
9. Exploring the Negotiation Styles of South American Countries
10. Culture and Negotiations: Asian Style
11. Exploring the Negotiation Styles of Asian Countries
12. Culture and Negotiations: Middle East Style
13. Exploring the Negotiation Styles of Middle Eastern Countries
14. Culture and Negotiations: African Style
15. Exploring the Negotiation Style of African Countries
16. Module 3 Wrap-up
17. Course Wrap-up

Learn in demand skills

Take your career to the next level



Real-world projects

Develop practical skills through learning from real-world examples and studying dozens of inspiring case studies.



Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training program.



Personal coach & practitioner community

Contact your personal coach if you need any assistance or input and collaborate with procurement professionals from around the world.



Our Learning Methodology

Enabling learners to be outstanding



Record of proposals template

Record of proposals	Year 1	Year 2	Year 3	Year 4
Price	14.90	12.20	14.30	13.90
Volume discount	1.5%	2.0%	1.75%	2.0%
Maximum commitment	80,000	150,000		100,000
Agreement period	30	60	60	
Performance	500	400	Medium	500
Contract / job	1,000,000	1,000,000	1,300,000	1,500,000
Performance	5	8	10	10



THE PROBLEM

1. Security of supply is gone

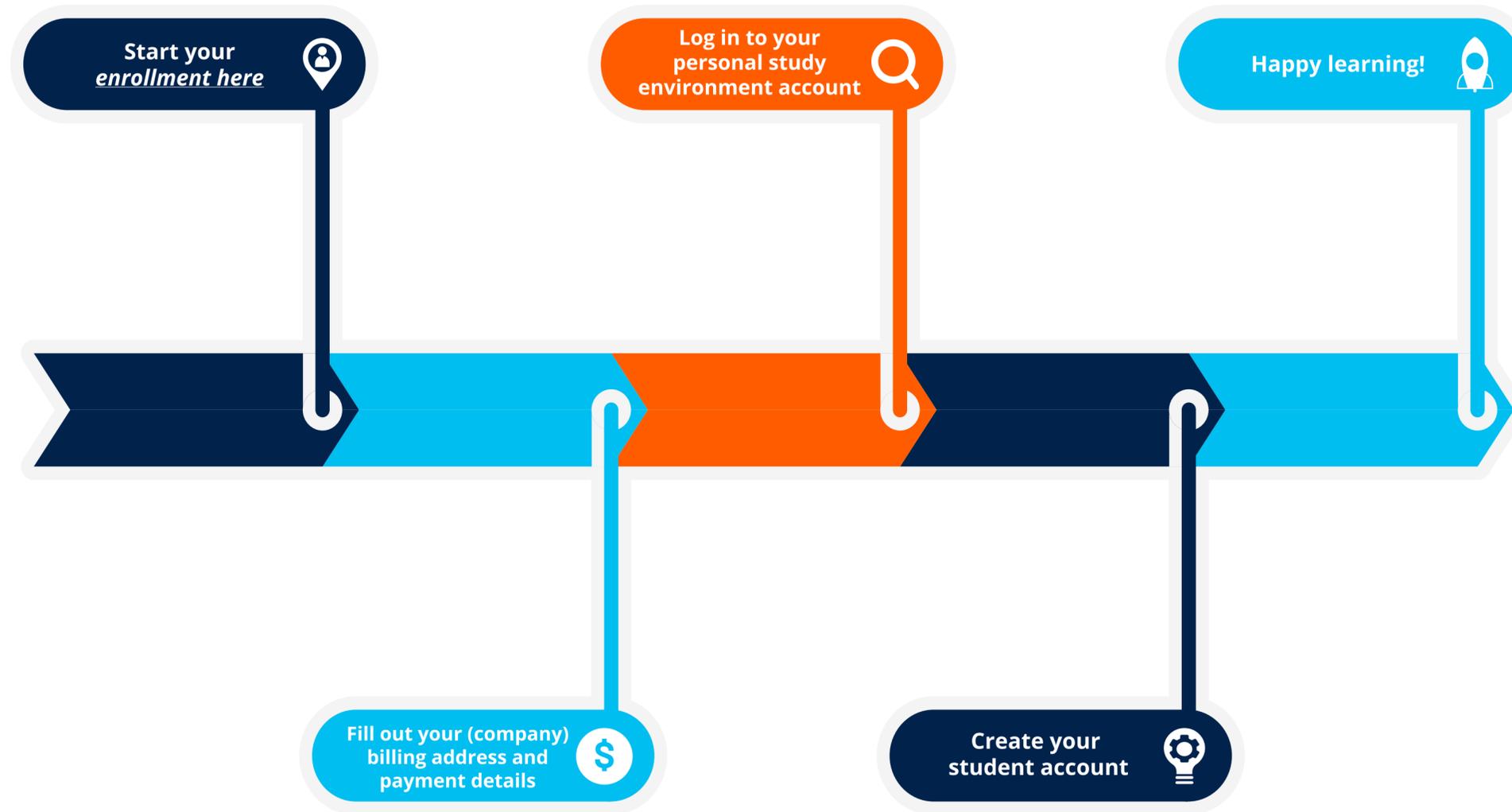
2. EBIT under pressure

Procurement is the main driver for EBIT: Procurement leaders are facing one of the toughest market environments of their careers. A combination of macroeconomic factors, trade policy shifts, workforce scarcity, have upended long-running trends that have benefited the global economy for several decades.

Including more problems:
- War
- Covid-19

How to enroll

Enroll today



Customers give us an average rating of 9.7 out of 10.

"Procurement Tactics helped my team members prepare their negotiation strategies and tactics to achieve better results. It also inspired them to leverage their skills in AI. After these trainings, my team showed more confidence and achieved better results! I highly recommend the Procurement Tactics courses to any procurement professional who wants to improve their skills!"



Jason de Gan, Supply Chain & Sourcing Leader at NRG

