



Tero® International, Inc.
Experts in the design and facilitation of interpersonal skills training programs

February 2006

Tero® International's Monthly E-zine



In this issue:

- Welcome to Tero® International's Monthly E-zine
- Public Workshops – Opportunities for Continued Learning and Development
- Ask Tero – Questions and Answers from the Training Professionals at Tero®
- Feature Article – Communication: Cross Culturally—It's not what you say...It's how you say it!
- Beyond Compromise—How well do you negotiate?
- Professional Development Activity – Strategies for Keeping the Learning Ongoing
- What's New at Tero®?
- Inspiration – Things to Think About

Tero® International, Inc. Public Workshops	
February 23	Outclass Your Competition
March 17	WorldClass: How To Succeed In The International Arena
April 12 – 13	IMPACT® – How To Speak Your Way To Success
April 18 – 19	Beyond Compromise™ – A Better Way To Negotiate
April 27	Outclass Your Competition
May 24 – 25 NEW DATE	Time Management Through Goal Setting
June 6 – 7	IMPACT® – How To Speak Your Way To Success
June 15	Professional Image Workshop
June 22	Outclass Your Competition

Welcome to Tero® International's Monthly E-zine

Thank you to everyone for your comments, suggestions and insightful questions! Last month's e-zine received excellent feedback and remarks—we are delighted you find this new Tero® benefit useful. Please continue to contact us with questions about Tero® and suggestions to make each issue meet your needs and interests. The e-zine is a tool designed for you!

This issue includes more information relevant to Tero® graduates and future participants. As you know, Tero® classes focus on communicating effectively, be it through a presentation, your image, a specific strategy like negotiation skills, or cross culturally.

The dictionary defines communication as *“the exchange, transmission or sending and receiving of messages. To communicate is to have an interchange, to express yourself so that you are clearly and easily understood.”*

This issue has tips and thoughts concerning two of the most complex communication interchanges: negotiations and cross cultural skills.

Tero® International Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop
February 23, April 27, June 22

WorldClass - How To Succeed In The International Arena

A 1-day workshop to address to complexity of cross-cultural interactions.

June 22	Outclass Your Competition
June 23	Tero's® Executive Retreat

WorldClass - How To Succeed In The International Arena

A 1-day workshop to address to complexity of cross-cultural interactions.
March 17

IMPACT® - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
April 12-13, June 6-7

Beyond Compromise™ A Better Way To Negotiate

A 2-day workshop on how to move negotiations to win/win outcomes.
April 18-19

Time Management Through Goal Setting

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
May 24-25 (Note: Date Change)

Professional Image Consulting

A 1-day workshop on controlling the message your appearance sends and discovering the best way to present yourself.
June 15

Tero's® Executive Retreat

An exclusive Business Etiquette and Dining Tutorial evening workshop
June 23

[Click here](#) to register for a public workshop

Ask Tero®

This section contains questions asked of the training professionals at Tero®. Do you have a question for Tero®? [Click here](#) to ask your question.

Question: In negotiating with someone who is not a key decision-maker, the junior employee often makes claims such as, “My boss would never go for that” or “Let me check and get back to you”. This is a waste of my time and makes it difficult to negotiate—what strategy can I use to overcome this obstacle?

Tero® says: Insist on discussing matters with the decision-maker or resurrect matters that the other party thought were already agreed. “If you want delivery in two weeks and an ‘x’ percent discount we’ll have to take another look at quantity.” With this countermeasure you are not only sidestepping the attempted manipulation but also effectively encouraging the other person to be open and honest. That way you can arrive at an agreement with which you both feel comfortable.

Tero® was in Monterrey, Mexico recently as the featured speaker at a conference highlighting Outclass Your Competition at Tec de Monterrey. We were pleased to be asked many questions from our wonderful Tec audience. Here is a sampling.

Question: What do you do if you are introducing several people to each other? Who do you introduce to whom?

introduce to whom:

Tero® says: Introductions are always based on rank and precedence in business. We always address the "most important person" first in any introduction. If there is clearly one person whose rank is higher than everyone else, address that person first and introduce each other person in the group "to" him or her. If however you are introducing a group of three to another group of three, and there is not clearly anyone of differing rank, it gets complicated! It becomes more of an announcement of names. Select one of the groups and begin introducing them, saying each person's name to the members of the other group. Because it is a group introduction with no rank issues, complete it by then saying the names of the second group in return (although they may have given their name already if they shook hands with those already introduced).

Question: Last time I was working in another country, I said a word that is totally appropriate in Mexico, but meant something inappropriate in that culture. How should I have addressed it once I realized it was potentially offensive?

Tero® says: First, Tero® is impressed you were aware enough to realize that your word choice caused some concern. The first thing to do if you will be working in a culture different than your own is to prepare ahead of time. Find out as much as you can about the country and culture. If there is someone in the country that can serve as a "cultural informant" for you, use them, ask them about any potential faux pas with regards to verbal and body language. If you do, however, say a word that seems to have been offensive or incorrect, sincerely ask about it. Apologize, reveal what it means in your language and specify your communication intent. Do not be afraid to ask "what does this mean" in your culture? This shows you really want to know about their culture, your intent was not to offend, and this will help you in building an honest, trusting cross cultural business relationship.

[Click here](#) to ask Tero® a question

Feature Article – Communication: Cross Culturally— It's not what you say... It's how you say it!

by Deborah Rinner, Director of International Protocol and Corporate Etiquette Programs

Joe felt pretty optimistic when at the conclusion of his sales presentation to a Japanese client, the client paused and thoughtfully said "Ah, yes". Joe assumed the client was ready to buy. What Joe did not know was that in his client's culture, "no" or contrary thoughts are not always expressed directly, in so many words, or to a person's face. Non-verbal cues (such as the long pause) can be as valid and communicative as words spoken aloud to cultures that rely on implicit messages rather than explicit explanations.

It has been said that when Americans want to say 100 things, they will verbalize 150 things for they are explicit in their use of language in communication. When the Japanese verbalize 70 things, they are trying to get the other person to understand 100, for they are using implicit understandings and at times non-verbal cues to get their point across.

What are the differences in verbal communication that are rooted in culture? How do they influence our success in doing business internationally?

[Click here](#) for the complete article.

Beyond Compromise: How Well Do You Negotiate?

Beyond Compromise: How Well Do You Negotiate?

[Print a self-assessment](#) to determine your personal negotiation style.

While negotiations are often thought to be reserved for top executives and formal boardrooms, we all negotiate all day, every day. However, when asked about negotiations, most people describe a desired and productive outcome as a compromise. Many even begin negotiations by advising the parties that compromise is essential.

At Tero[®], we believe there is a better way. The Beyond Compromise™ workshop is based on the premise that between aggression and accommodation and beyond compromise lies a balance of collaboration that leads to a Win/Win outcome.

Beyond Compromise™ is a two-day interactive workshop that incorporates the insight of leading-edge research with practical applications. Participants learn effective negotiation skills and discover how to balance complex human relationships to ensure a positive solution for all parties involved.

This training program is offered as a public workshop on April 18-19.

[Click here](#) for more information.

[Click here](#) to register for a Beyond Compromise™ workshop

Professional Development Activity

For the next week, deliberately control your self-talk. During this time, do not allow any put-downs or hostility toward yourself or others around you. No sarcastic statements, no cut-downs (even for fun). The subconscious cannot take a joke.

If you find you're in a situation where the self-talk of the group is negative, experiment with changing the group self-talk to a more positive note, without telling the group what you are doing.

If you slip and put yourself down or put someone else down, immediately reprogram your self-talk by saying "That's not like me. I constantly find ways to put myself and others up".

What's New at Tero[®]?

Do you have a closet full of clothes and nothing to wear? You're not alone. Most people wear 20% of their clothes 80% of the time, and feel frustrated each time they look into their closet.

Tero[®] International is pleased to introduce a new professional image class and welcome Becky Rupiper-Greene to the training staff. She previously owned a full-service image consulting company in Omaha, Nebraska and will use her knowledge and experience in Tero's[®] training workshops.

Creating your own professional image is mandatory for a successful career. Tero[®] will give you the information and skills needed to:

Construct a professional wardrobe on a budget

Understand the messages your appearance communicates

Distinguish what is suitable attire for the workplace

Avoid common mistakes that sabotage your visual image

Tero® also offers one-on-one image coaching to maximize your personal and professional effectiveness. These sessions will equip you with the knowledge, strategies and tools needed to consistently present yourself with confidence and style.

Becky has been training corporate employees, college students, politicians and individuals in the art of projecting a professional image for over 14 years. Her clients know her as a dynamic presenter, and find that her powerful, yet practical tips help them reach their full potential through the increased credibility and confidence that having a polished appearance can bring.

This new training program is offered as a public workshop on June 15.

[Click here](#) for more information or to register for professional image consulting

Inspiration

The Chevy Nova first failed when put on the market in South America. Post-purchase complaints weren't the problem—people simply weren't buying. Why? Nova means "doesn't go" in Spanish.

When Coca-Cola sent all Coke products to Asia, the name had to be changed. Coca-Cola's literal translation in Chinese is: "Bite the wax tadpole."

Schweppes Tonic Water advertised in Italy with a translation that promoted "Schweppes Toilet Water."

Found as a sign to customers in a Paris hotel elevator.
Please leave your values at the front desk.

Communication is difficult when we are communicating in the same language, doubly so when business is at stake. And it's more than simply words. Communication also involves modalities and context in which our words are expressed. When communicating in another culture, the key is to research. Find out, how do I communicate this point most effectively in this culture? How do I give a compliment? How do I best phrase a critique of a colleague? How do I express thanks? What is going to seem humorous? These speech acts vary from culture to culture. In fact, they may differ region to region in the same country! When we communicate well, we speak and express in ways that resonate not only words, but the values of those we communicate with.

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Tero® International's Monthly E-zine is written for the graduates of Tero® training programs.

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