**Title:** An analysis of Vince’s failed negotiation

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**Introduction:**

1. Vince wanted to have a negotiation with Hiro Ozawa to make a contract.
2. Hiro stalled the negotiation by keeping silence.
3. Vince agreed to a price that lower than it should have been.

The aim of the report is to analyze why he failed in the negotiation.

**Findings:**

1. Vince was a M-time person, and Hiro was a P-time person, they had different idea about schedule, Vince had under time pressure all the time during the negotiation.
2. Hiro found out that Vince wanted to make the contract in short time, and did not want to go back to his company without a completed contract. He stalled the negotiation that imposed pressure on Vince.

**Recommendation:**

1. Vince did not get familiar with P-time people and did not know the culture of Japanese, consequently letting him cut the price urgently.
2. Hiro found out how long Vince want to stay, and utilized the silence and pressure to make Vince himself cut the price.
3. Vince should be accustomed to the P-time culture before having a negotiation.