

ADVANCED PHOTONIC PROCESSES FOR NOVEL SOLAR ENERGY HARVESTING TECHNOLOGIES

How to speak and deal with business subjects

V o j t ě c h B e d n á ř



OUTLINE



KISS – Keep It Simple Stupid



Us and Them

- Define position of you and your business partner
- Specify what you can offer. In many cases it is not important how much capabilities you have, but what products and services you can offer
- Measuring is everything – what cannot be measured cannot be payed
- Schedule matters – once it is set, it must be met

Communication with businesses

1. Single point of Communication

(make it easy both for you and your partner)

3. Single channel of Communication

4. Guaranteed response time

(requirement and also good manner). Recommended time is NBD

How to negotiate

- 1. Win/Win outcome is the best and preferred**
- 2. Always define your goal before entering negotiation
(and have a BATNA)**
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- 4. Do not concede more than 2 times in a row**



APPROACH

THANK YOU

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