

## MODULE II Handout

Learning objectives:

1. Exploration and understanding of the role of trust, communication, and empathy in negotiation and relationship building.
2. Development of effective negotiation skills for successful business partnerships.
3. Building lasting relationships with customers, partners, and stakeholders.
4. Addressing the challenges and potential conflicts in agri-food partnerships.

Activity for self-reflection:

Think of soft skills that would help you in relationship-building with your customers or partners/stakeholders in your agri-food business.

You can think about the following: communicativeness, trust, empathy, teamwork, negotiation and problem-solving skills. Try to come up with other skills that would be of immense value in forming long-lasting relationships in the agri-food sector.

Have you already decided to make use of them in your real-life situations?

Case study:

Sokołów, a Polish meat company, prioritizes high-quality products, employee development, and community engagement. Key efforts include:

- Career Development (Graduate Program);
- Employee Support (trainings and team-building events);
- Community Engagement (e.g. sponsorship of local sports teams and organizing sports events like the annual Sokolik football tournament).

Sokołów exemplifies best practices in maintaining strong business relationships and promoting a healthy, supportive work environment, with the effective use of soft skills.

Find out more by participating in the Training for Food Businesses delivered online:

<https://upinfood.erasmus.site/>