

Step 3 – Cultural Considerations

- Culture & Business Relationships
- Business Card Protocol
- Business Meeting Protocol
- Protocol for Social Events
- Taboos & Deal Killers
- Negotiation Styles
- Where To Get Help



How Cultural Communication Affects Business Relationships

- Religious customs that influence laws
- Direct or indirect communication styles
- Respect for hierarchy
- Negotiating style
- Decision-making style
- Gender
- Personal space and contact
- Attitude about time
- How entertainment customs influence on “closing the deal”
- Meeting protocol
- Business cards
- Respect for age
- Dress

Cultural Attributes to Research

Country of Export _____

| Attribute | Answer | Comments/Concerns |
|-----------------------|--------|-------------------|
| Language(s) | | |
| Religious influence | | |
| Political influence | | |
| Decision making | | |
| Respect for hierarchy | | |
| Respect for age | | |
| Gender | | |
| Personal space | | |

| | | |
|--------------------------------------|--|--|
| | | |
| Direct/Indirect communication | | |
| Risk tolerance | | |
| Attitude about time | | |
| Importance of personal relationships | | |
| Does "yes" always mean "yes?" | | |
| Importance of "saving face" | | |

Business Cards

| Questions | Answer |
|--|--------|
| Is translation needed? | |
| Is title important? | |
| Is there a giving & receiving protocol? | |
| What do you do (and not do) after receipt? | |
| Other? | |

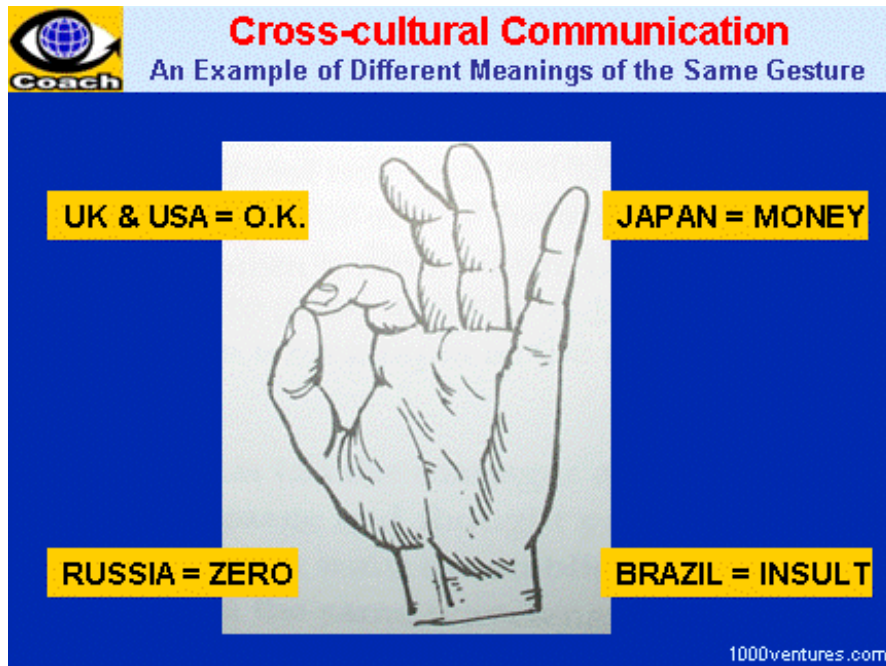
Protocol for Business Meetings

| Action | Proper Protocol or Custom |
|-----------------|---------------------------|
| Initial meeting | |
| Dress for men | |
| Dress for women | |
| Small talk | |
| Business cards | |
| Timeliness | |
| Titles | |
| Follow up | |

Protocol for Entertaining & Social Events

| Action | Proper Protocol or Custom |
|---------------|---------------------------|
| Invitation | |
| Greetings | |
| Introductions | |

| | |
|------------------|--|
| Gift Giving | |
| Spouses & family | |
| Alcohol | |
| Toasts | |
| Food | |
| Titles | |
| Reciprocation | |



Taboos & Deal Killers

| Category | Cultural Mistakes | Reason |
|--------------------|-------------------|--------|
| Religious | | |
| Gifts | | |
| Food | | |
| Alcohol | | |
| Hand Gestures | | |
| Body Language | | |
| Gender Interaction | | |
| Hierarchy | | |
| Greetings | | |
| Introductions | | |

Business Negotiating Styles

| Attribute | Answer | How to Counter |
|--------------------------|--------|----------------|
| Aggressive or laid back? | | |
| Patient or quick | | |

| | | |
|---|--|--|
| resolution? | | |
| Loud or subdued? | | |
| Exaggerated Body Language? | | |
| Deceitful tactics | | |
| Bargaining & bartering? | | |
| Solo or consensus? | | |
| Offer concessions immediately or wear you down? | | |

Resources

- Axtell, Roger, "Do's & Taboo's Around the World"
- Axtell, Roger, "The Do's and Taboo's of International Trade"
- Becker, Kip, Culture & International Business
- Cohen, Raymond, "Negotiating Across Cultures"
- Holmvall, Leif, "Export & Import: Winning in the Global Marketplace"
- Morrison, Terri, Conaway, Wayne A. & Borden, George A., "Kiss, Bow or Shake Hands,"
- Samovar, Larry, Porter, Richard & McDaniel Edwin, "Communication Between Cultures"
- Samovar, Larry, Porter, Richard & McDaniel Edwin, "Intercultural Communication"
- Small Business Development Center (SBDC) – www.cochise.edu/sbdc/