

# Cultural Etiquette PowerPoint Script

## **Slide 1**

Cultural Etiquette PowerPoint presentation is a teaching aid for both the marketing education and the business teacher.

## **Slide2**

In reviewing the content of this professional development module it may be helpful for you to use the following tools to take notes, summarize key points and identify ideas to implement in your classroom:

[Cornell Notes Sheet Example](#) - Sample Cornell Notes Sheet that demonstrates how to take notes, summarize key points, and identify specific ideas for implementation.

[Cornell Notes Sheet Blank Form](#) - Blank Cornell Notes Sheet for use in taking notes, summarizing key points, and identifying specific ideas for implementation.

[Mind Map Example](#) - Example of how to use a mind map to take notes, summarize key points, and identify specific ideas for implementation.

[Mind Map Blank Form](#) - Blank Mind Map for use in taking notes, summarizing key points, and identifying specific ideas for implementation.

[Professional Development Action Plan](#) - Form to use in taking ideas for implementation from the professional development module (from Cornell Notes Sheet and/or Mind Map) and planning to implement them in your classroom.

## **Slide 3**

The objectives of this presentation are to provide teachers with information about the necessity and use of proper international business etiquette as well as to provide interesting and relevant examples of business etiquette in five specific countries. Four topic areas were selected to compare and contrast: greetings and the exchange of

business cards, dining, negotiations, and the exchange of gifts. Additional objectives included providing an alternative teaching aid to supplement current classroom textbooks and to provide a list of current internet resources for information about business etiquette.

### ***Slide 4***

What is etiquette? According to Merriam Webster “etiquette is the personal conduct or procedure prescribed by authorities to be observed in social or official life.” For example: the couple showed poor etiquette when they left the party without saying goodbye to the host and hostess. One cannot assume that the accepted standards of appropriateness will be the same in other countries as in one’s own country. Socially acceptable behavior varies greatly from country to country – each rich with their own traditions and culture. A key to business success is to be well versed in International Business Etiquette. Customers often expect that you will make efforts to know their traditions, customs and religious practices. It is also necessary to understand some phrases in the client’s language and provide adequate translators and materials in the appropriate language.

### ***Slide 5 and 6***

Winning or losing the deal! The goal of every business person is to close a good deal. Business deals can be lost in an instant over something seemingly trivial to you but of major importance to the client and you may never even know what happened to lose the deal. If the market for your product or service has not been thoroughly researched in the areas of culture and etiquette, your good deal may turn into a very real disaster. Major and minor corporations have lost millions due to poor research. From car manufacturers to athletic shoes to soft drink manufacturers.

This presentation will take a quick look at proper etiquette in the following areas:

- Introductions and presentation in the exchange of business cards
- Dining habits
- Negotiation techniques
- Gift giving

### ***Slide 7 and 8***

The first country is France and in France, you can expect to be greeted with a **quick, light handshake**. In France, it is acceptable for a man to take the initiative in offering his hand to a woman. Handshakes are exchanged upon greeting, as well as, departure.

**Kissing on the cheeks** [across genders'] is also common among colleagues at work. However, it is not extended to outsiders and you should not attempt it until your female colleagues have made the initial move.

The French appreciate visitors who **attempt to speak French**. Apologize upfront for having a limited knowledge. Though they may speak English, they do not respect visitors who assume they **should** speak it. Use French only for greetings, toasts, and occasional phrases unless your French is perfect.

It is always best to begin formally with introductions and greetings. Wait for your French colleagues to invite you to be less formal. Address men as Monsieur and women over 18 as Madame without adding the surname. Waitresses are addressed as Mademoiselle.

### Business Cards

If one is doing much business in France, it would be wise to have business cards printed in French. **Upon arrival to an office, give a business card to the receptionist or secretary and to each person you meet subsequently.**

It is considered **polite** to read a business card briefly before putting it away in a card case.

### **Slide 9**

The French consider meals to be a **personal time**. Business breakfasts, lunches, and dinners do take place in France, although the French prefer not to mix mealtime with business.

**Business lunches** are preferred to dinners. A working lunch will start at 12:30-1:00p.m. and may last until 3:00 p.m. or later if necessary. A business lunch would be conducted in a formal manner starting with an appetizer, followed by a main course, cheese, dessert, and coffee. Business should be discussed after dessert has been served.

**Dinner parties** in a French home can be quite elaborate; beginning with the entrée (not the main course)-a soup or appetizer. That's followed by the plat (main course). There can be two main courses. Then it will be time for fromage (cheese) and/or deserte (dessert). Coffee is usually served after dessert, instead of with it.

There may be an occasion when you **don't like the taste of something**. Simply leave it on your plate and make no comment. If you are the center of attention with people

watching, you might say the item is “very special” and that you will need a little time to become accustomed to it. Keep smiling.

You are **expected to stay until at least 11:00 p.m.** Often dinner parties can go into the early morning-12:00-1:00 a.m. The polite way to leave is to wait until all guests have finished their coffee.

#### Dining tips

- Eat all the food on your plate. Leaving food on your plate is impolite.
- Do not ask for seconds on wine.
- Be careful about adding seasoning. It may be taken to mean that you consider the food to be bland.
- Eating may begin after the host and hostess begin. Likewise, wait for the first toast before drinking wine.
- Fold your salad onto your fork with your knife. Do not cut your salad with a knife or fork.
- Never cut bread. Break bread with your fingers.
- There are usually no bread plates. You may place bread on the table next to your plate above your fork.
- Send a thank you note or telephone the next day to thank the hostess.

#### **Slide 10**

The French appreciate **punctuality**. **Be on time**. Entering a room is done by rank. The meeting will follow a well established format and detailed agenda. The **purpose of meetings** is to coordinate and clarify issues. Presentations should be **clear, thorough, informative and well written**.

It is best to **appeal** to the French in a very professional, **intellectual**, manner. During a **first meeting**, it is important to **maintain** a cool, calm **composure**. Do not be overly friendly. The French are wary of fast friendships.

You can expect that they may be very direct, questioning, and probing. It is critical to plan well and be organized. The French may treat a business discussion as an intellectual exercise. You may be judged on your ability to show your intellect, discuss confrontational ideas, and engage in debate. You will be respected if you remain confident, effectively defend your position, and show that you are well informed.

The French value forming a strong relationship and working toward long term goals. Much gets done through a **network of personal relationships and alliances**.

## **Slide 11**

Gift giving is not a large part of **French business culture**. Gifts are **not exchanged on the first visit**. **Small gifts** may be exchanged on subsequent visits. However, avoid items with your company logo. If a gift is to be exchanged, give a quality gift or none at all. Some suggestions are recorded music, art, books, or office accessories.

If you have been invited to a party in someone's home, definitely bring a gift. It is very appropriate to **give flowers, quality chocolates, or liqueur to the host**. Present your gift before the party begins.

When selecting a thank you gift for a dinner party, do not be overly concerned about whether your gift is too expensive or inexpensive. Select something that you feel the host and hostess would appreciate.

When you give flowers as a gift, you need to **avoid** chrysanthemums which are for funerals and red roses which are for lovers. Carnations can be considered a sign of bad will. In keeping with European tradition, send bouquets in odd numbers.

## **Slide 12 and 13**

Traveling to the United Kingdom and the British way is a little more formal. When making introductions the British prefer a **third party introduction**. If it is not possible you may introduce yourself and offer a **firm handshake**. It is expected that a gentleman will wait for a woman to offer her hand if she wishes to shake hands. **A typical British greeting** is the phrase, "How do you do?" It is a rhetorical question that should be answered with "How do you do?" One is not asking how you feel. It is best to begin introductions on a **formal basis using titles**. Although the British can often be informal and relaxed, you should wait to be invited to use first names.

**When addressing a Queen**, a lord, a bishop, or an admiral, a simple guideline is to follow the title give on the business card or the one given when first introduced.

You may have heard about the British keeping a '**stiff upper lip**'. This expression refers to the reserved public nature of the British. Emotional displays, positive or negative are generally frowned upon. Backslapping and hugging are discouraged. A wide distance should be maintained during a conversation. Loud talking and shouting are considered very inappropriate.

## **Business Cards**

When exchanging business cards thorough preparation is important. Have a plentiful supply of business cards and presentation materials. Cards are usually **exchanged at the end of a business meeting.**

### **Slide 14**

The best time for a serious and productive **business meal is lunch.** Lunch is usually between noon and 2:00.m.

In Europe, you are most likely to get invited to someone's home for a **dinner party** in England than other places. When you are invited to someone's home **in England**, plan to arrive 10-20 minutes after the stated time. You should not arrive early. If you attend a party **in Scotland or Wales, however, arrive on time.**

There are some helpful **dining tips to remember for attending a dinner party.**

- First of all, do not discuss business unless the host begins the conversation.
- A male guest of honor is seated at the head of the table or to the right of the hostess. A female guest of honor is seated to the right of the host.
- Wait for your host to begin eating. At a formal dinner the host or hostess initiates the first toast.
- Hands should be kept on the table during the meal-not in your lap. Be sure to keep your elbows off the table.
- When you are finished eating, place your knife and fork side by side on the plate at the 5:25 position.
- Leave a small amount of food on your plate.
- The guest of honor should initiate leaving a party.
- The host signals the end of the meal by folding his napkin.
- Leave a dinner party shortly after dinner ends.
- Write a thank you note.
- Entertain anyone who has entertained you but don't try to impress. The Brits prefer understatement.

### **Slide 15**

Many times it is the **senior executive** who makes the 'big' decisions, sometimes unilaterally. The British have a high regard for experience, so it is wise to include older, more experienced people in your group, especially if you are dealing in finance. Be sure to dress conservatively.

- The British work well as a team and reach team decisions
- The boss remains somewhat apart from the team
- Input is valued and considered

It is best during initial meetings to **limit one's facial expressions**.

- It may be difficult to perceive what others are thinking as well.
- However, you can be sure that they are observing you-even when they appear very relaxed. Continue to remain **guarded** and professional even when the meeting seems to turn informal.

In making **business decisions**, the British tend to follow established rules and practices and company policy.

- Give them time to assess your proposal. Also take this time to identify the key players for the success of your project.
- **Precedent** is an important factor to consider when making a proposal.
- If your proposal conforms to the way things have always been done, it may stand a better chance of acceptance.
- Pressuring the decision maker is usually counterproductive resulting in a unilateral decision that is likely irrevocable.
- Decisions based on **objective facts and solid evidence** is viewed as the only legitimate forms of persuasion. Personal feelings and relationships are considered irrelevant. Sell your business and not yourself.

A trend in **Modern British business** is the tendency to strive for results rather than strict adherence to process. It may be expressed as a 'Can Do' attitude that cuts through bureaucratic inertia.

Hone **your listening skills**. The British are known for being masters of understatement.

- Direct questions may receive evasive responses or they may avoid stating the obvious to imply the opposite of what was said.
- Sometimes tone and facial expressions hint at meaning but not always. You should be careful to notice the things that are **not said or mentioned**.

Finally, note that aggression is not well received. They frown upon speaking unfavorably of another company's product or service. In keeping with their '**stiff upper lip**', do not gush. Unsolicited or excessive praise is not appreciated.

## **Slide 16**

Gifts are normally not exchanged in business settings. British business colleagues are likely to feel embarrassed to receive any gift at all.

- **Small gifts** would be sufficient to thank junior colleagues for their services. Suitable tokens of gratitude would be a pen or book, suitably inscribed, flowers, or wine.
- To **celebrate** a birthday or show thanks, buy a round of drinks for your colleagues after work.
- You may invite others you wish to thank out for a meal or to the theatre/opera.

**If you are invited to a home** it is standard practice to bring wine, flowers, and or chocolates for your host. You should not be offended if the host does not open your wine, but adds it to his cellar. The wine for the evening has probably been selected, opened, and chilled for that meal. Champagne, however, is always welcome and easily chilled for an after-dinner toast

## **Slides 17 and 18**

In China there is a strong emphasis on hierarchy. Be sure to acknowledge and make introductions to the most senior member of the company first. Then greet others in order based on seniority and position. Introductions should include formal titles. Women use their maiden name even if they are married. It is acceptable to nod or bow slightly when greeting another person. Handshakes are also common, but wait for the Chinese to extend his/her hand first.

**Business Cards-** Business cards are extremely important tools for the Chinese. They exchange them for the purpose of identifying the key decision makers on the other team. If you have decision making power, it is good to indicate your formal title on your business card. Business cards should have one side in appropriate Chinese dialect (Cantonese, Mandarin) and printed in gold ink since gold is an auspicious color. Hold the card in both hands when offering it with the Chinese side up, and when receiving it, stop and read it and then place it in a case rather than in a wallet or pocket.

## **Slide 19**

Business lunches are growing in popularity in China. However, evening banquets are the most popular form of business entertainment. They are well known for twelve course meals with frequent toasts. Some meals may have 20-30 courses. Although business is not usually discussed, it is an opportunity to make indirect references to business and probe positions without any formal commitment.

There are several guidelines for attending an evening banquet.

- **Arrive exactly on time.** Arriving early might cause you to lose face by indicating your hunger. Saving Face- refers to the successful avoidance of public embarrassment or humiliation at any cost. So, to Lose Face in public could be a fatal blow to business negotiations and friendships.
- **Seating is based on position.** The seat in the middle of the table is reserved for the host. The most senior guest sits to the host's left. Everyone else is seated in descending order of status. The most senior member sits in the middle.
- **The Host Begins the Meal** with a TOAST and places the first piece of most valued food on the guest of honor's plate. Eating may proceed after that point. After the first TOAST the guest will be asked to offer one. One popular toast is 'ganbei' [bottoms up!]. A toast to friendship among companies will help cement a business relationship.
- **Hosting a Banquet-** You will be expected to reciprocate by hosting a banquet of equal value. The seating and routine should be imitated for the banquet given for your company. The Chinese prefer Chinese food not Western. The host should pay the bill for everyone. When hosting a banquet arrive at least thirty minutes early. Remember to over order. A successful banquet has many leftovers. Order at least one meal for each guest and one extra. It should also be known that tipping is considered an insult in China.

To Avoid Insult and Make the Good Impression Desired, here are a few dining tips.

- Slurping and belching at the table can be acceptable. They are taken to mean that you are enjoying the meal.
- Do not clean your plate! Your host would be insulted. It would mean you weren't given enough food. However, leaving food untouched will also give offense. It is best to pace yourself throughout the meal and sample your way through.
- Place your chopsticks on the rest (which is similar to a spoon rest and is used to keep the chopsticks away from the table and to prevent them from contaminating or rolling off the table). Laying them parallel on top of your bowl is believed to bring bad luck. Sticking your chopsticks straight up in your rice bowl resembles joss sticks which remind them of death. Also, try not to drop your chopsticks, it is considered bad luck.
- The meal has reached a Conclusion when fruit is served and hot towels are presented. Guests are expected to prepare to leave. The host will not initiate the guest's departure.

## **Slide 20**

**Protocol**-Status is very important to the Chinese:

- send a contact with high rank and decision making ability
- if possible bring a senior member of your organization; the senior member will be expected to lead the meeting without interruption of any kind from subordinates. That would be considered shocking.
- In keeping with Chinese protocol, people are expected to enter the room in hierarchical order. They will assume the first person from your organization to enter the room is head of the delegation.

**Interpreting Conversation**- Definitely bring your own INTERPRETER. It is important to catch the subtleties of everything being said in meetings.

- Make sure to speak in SHORT, SIMPLE, SENTENCES free of slang words.
- Pause frequently to ensure understanding.
- AVOID gesturing with your hands when speaking. The Chinese do not use their hands when speaking and will be annoyed by speakers who do.
- If you have to point, use your whole hand to indicate your intent-not your index finger.
- The Chinese WILL NOT DIRECTLY SAY “NO” to you. Instead, they may answer “perhaps”, “I’m not sure”, “I’ll think about it” or “We’ll see”.

Negotiations with Chinese require a strong relationship before closing a deal. Many trips may be required. The senior members of the group will be expected to lead the meeting. All materials used in the meeting should be strictly black and white. Avoid colors that have special meaning in Chinese culture, many of them are negative.

Except for those educated in the West, Chinese business people rely on SUBJECTIVE FEELING AND PERSONAL EXPERIENCES in forming opinions and solving problems. Facts will be accepted if they do not contradict Communist party doctrine and one’s feelings.

**TACTICS**- The Chinese may try to make a foreign negotiator feel guilty about setbacks. They use that sense of guilt to gain concessions. Another attempt to gain concessions might include staged temper tantrums and false urgency.

If they no longer wish to pursue the deal, they may become difficult and inflexible causing you to break off negotiations. This allows them to avoid blame for the failed deal.

## **Slide 21**

When conducting business in China, **take an ample supply of gifts**. Not giving a gift could get a business meeting off to a bad start.

- A gift is usually exchanged on the first visit and following visits. Gifts should be given after negotiations are complete.
- Expect to present a gift to each member of the Chinese delegation in the order in which they were introduced.
- Keep it simple. Suggested gifts are cigarettes (especially Marlboro and Kent), French brandy, whiskey, pens, lighters, desk attire, cognac, books, and framed paintings. For senior level people consider gifts like cellular phones, or small CD players.
- When presenting a gift to the company, let the meeting director know that you wish to present a gift. Explain that the gift is from the company you represent. Explain the meaning of the gift if possible. Present the gift with both hands to the senior member of the company. Do not get a lavish gift.
- A valuable gift should only be given in private to an individual as a gesture of friendship. The gift will likely be turned down two or three times. When it is accepted you should indicate your happiness that they accepted their gift. Accepting the gift right away would be perceived as greediness. The gift may not be opened in your presence. Another tradition is to open it later to avoid showing disappointment if they do not like the gift.
- When **RECEIVING** a gift, one should also deny it two or three times before accepting. Receive the gift with both hands. One should nod or bow slightly thanking the giver. You may want to consider opening the gift later.

**UNACCEPTABLE GIFTS**-Sharp objects like scissors and knives can be interpreted as severing of a friendship or bond. The following items are associated with funerals: Straw sandals, clocks, handkerchiefs, four of any item (Cantonese word for four sounds like death), gifts or wrapping paper in white, black, or blue.

## **Slides 22 and 23**

The Japanese have grown accustomed to shaking hands as a form of greeting when foreigners are present. They may add a bow. If you are greeted with a bow, return a bow as low as the one you received. How low you bow determines the status of the relationship. Keep your eyes low and your palms pressed against your thighs.

In Japan, introductions are formal in the beginning. It is appropriate to greet your Japanese clients by using their last/ family name followed by “-san”. You should

introduce yourself by first and last name. Do not add “-san” to your own name. There may be several Suzuki-sans in the same room. It’s up to you to remember WHO IS WHO without using first names.

Using a person’s first name plus “-san” is usually reserved for family and friends. Sometimes a Western boss might become Bob-san or Bill-san etc. using their first name.

The business card, which is called Meishi in Japanese should be given IMMEDIATELY after the bow/handshake.

You should have your business cards printed in Japanese one one side and English on the other side. When presenting a card face the Japanese side face up. Give the card after the bow/handshake using both hands.

When receiving a business card, use both hands. Spend time reading the card. It would be IMPOLITE to place it in your wallet then place it into your pants pockets. It is POLITE to place your cards in a card case. It is also important that you do not write on the business card. Business may begin after cards have been exchanged.

## ***Slide 25***

In Japan lunch happens FAST for a lot of people. They eat at a noodle shop, a Korean barbecue place, fast sushi, pork cutlets or a curry place. LUNCH is NOT A POPULAR TIME for conducting business. Lunch usually occurs between 12pm-1pm.

Dinner is a more popular time for entertaining and business. Dinners are usually held in a Company dining room, a Japanese restaurant, or a western restaurant.

Normal Dinner Hours are from 5:30p.m.- 8:00p.m. in most restaurants. Later Dinner hours are from 9-11p.m. at mostly business hang outs. Often a dinner may start at one place and move to another place for drinks and later business talks.

It is best to attempt to use CHOPSTICKS when dining. If you look awkward, your host may offer a fork which would be fine to accept. However, it is best to use chopsticks on Japanese food not Western food.

When eating rice, do not add soy sauce or other sauces. Additionally, simply lay your chopsticks across the bowl or on a chopstick holder. Chopsticks sticking into a bowl of unfinished rice signify that someone has died.

Most Japanese meals are eaten in Western fashion with TABLE and CHAIRS. One may still find the traditional Japanese restaurant. You can sit on mats and be served on low tables. The atmosphere is not quite as formal as it used to be. It is not necessary

to sit cross-legged if that is uncomfortable for you. Seating arrangements are also more informal. Usually, the most important person sits farthest from the door. Guests are usually placed by younger people who know how to speak English and interpret if necessary.

Another TRADITION which is practiced today is the ritual of DRINK POURING. Drinks are usually beer in a bottle or sake in a bottle. The custom is to pour each other's drinks. When refills come you should continue filling the other person's glass. If you do not drink you may leave your glass full. If you drink ANY, it will be refilled to the top. You may also request Coke, juice, or water. On first drinks, often the most senior person on the hosting side will give a TOAST or say 'CHEERS' which would be 'Kampai' in Japanese.

### General Dining Tips

- It is okay to leave a little food on your plate. However, since the portions are small many people eat all the food.
- Napkins are not provided.
- Hot towels are provided at the beginning of the meal to wipe your hands BEFORE you eat. You may want to buy a colorful handkerchief to use to wipe your hands after washing in the restroom since towels are not provided.
- If your host takes you to dinner he will expect to pay. You do not have to refuse but return the favor when he visits.
- There is NO tipping in Japan.

### **Slide 26**

Negotiations can take a little more time in Japan and there are a few more traditions.

BE ON TIME. Punctuality is expected of everyone. When speaking be careful not to use too many verbal pauses like the "UH" sound. It has a rough sound to Japanese ears. Also, know that the Japanese avoid negative words such as "NO" or "I don't agree". Instead, they may say, "I almost agree with you." That means that I totally don't agree with you. Again, instead of saying, "I don't understand." You may receive a confused look, a nod, and the words, "I think so".

Non Alcoholic drinks are usually served during business meetings. The Japanese have an INDIRECT BUSINESS STYLE. The best way to proceed may be to make small talk until the Japanese partners open the discussion to business. Suitable topics include golf, sports, the city, food, and Japanese art. The Japanese are soft sell experts.

The pace of business is slow. As seen in the quality of their products, they are very detail oriented. There are also many levels of approval. In Japan COMPANY POLICY is rarely comprised. To make your proposal acceptable, it is advised to make every effort to understand the company policies and make adjustments to your proposal.

A successful proposal must include dynamic visual materials. Keep it visual, clear, and simple. Do not get involved in technical explanations or slides loaded with too many words.

Introducing new Ideas can be a lengthy process. It is wise to submit the proposal from various angles without being pushy. It will take time for your counterparts to internalize the idea.

### ***Slide 27***

Gift giving plays an important part in Japanese culture in both personal and business gift exchange. It is often very formal and ceremonial.

Gifts Meant for an individual should be given privately. The gift should be offered with both hands. A gift meant for the group should be given publically. Present it to the senior member of the meeting using both hands. You should say that your gift is a very small one, regardless of what you are giving. This represents that your relationship is more important than the gift.

Gifts will most likely NOT be opened in your presence.

#### Gift Giving Tips

- Always WRAP YOUR GIFT. You may want to have the hotel do the wrapping. There are many do's and don'ts in regards to wrapping. Those include avoiding white (symbolizing death), do not use bright colors or bows, do not give gifts in odd number or the number four.
- It is best NOT TO SURPRISE your host with a gift. It is proper to inform them ahead of time that you wish to give them a present.
- Gifts should be given at the end of a visit.
- BE CAREFUL WHAT YOU ADMIRE in your host's home. The Japanese strive to please; you may be given that object.
- Good gifts include top choice beef, fruit and alcohol such as brandy, quality whiskey and bourbon along with excellent wines. They also appreciate gifts from high end department stores like Saks and Neiman Marcus.

## ***Slides 28, 29 and 30***

In comparison to other countries, American greetings are generally quite informal. This is not intended to show a lack of respect but rather to treat everyone as equal. The traditional handshake is expected in a business situation and is normally done at the beginning of the meeting. It is quick and firm and eye contact is important. Light handshakes are considered distasteful. Stand while being introduced. In social situations “Hello”, “how are you” or “Hi” are just expressions, and not really a request for information. The proper response is “Fine” or “great” or “how are you”. When introducing other people to each other use professional titles and add a little something about the person. If introducing yourself, do not use your professional title.

### **Business card**

Americans view the business card as a source of information to be used at a later time. There is no set ritual for exchanging cards. Try not to be offended if you do not receive a card in return or if your card is placed in a wallet or pocket. Placing the card in a wallet or pocket is done as a convenience and is not meant as a sign of disrespect as it might be in other cultures.

## ***Slide 31***

Americans conduct business over breakfast, lunch and dinner. The meal may start with some socializing but will quickly turn to business topics. In a business setting, the person extending the invitation for the meal will pay for the meal.

If you are invited to dine in an American home it is important to call and let the host know you will attend. Do not be more than 5-15 minutes later than the time on the invitation and never arrive earlier than the time on the invitation. If you are later than 15 minutes, call and apologize to the host to let them know you are running late. Always depart very close to the ending time stated on the invitation.

### **Dining Tips:**

The napkin should be placed in your lap shortly after you are seated and kept on your lap at all times during the meal.

Never begin eating until everyone is served and your hosts have begun. Offer food and drinks to others before helping yourself. Serve all women at the table first.

If offered a second helping of food, feel free to take what you like. Americans like people to eat a lot.

Americans tend to eat more quickly than people from other countries. Dining in the United States is seldom the long, lingering event it is in other countries because the point is to eat rather than to socialize.

### ***Slide 32***

Negotiations and business are usually conducted at an extremely fast pace in America. Although Americans are risk-takers, they will have a financial plan and regardless of the negotiator company policy will be followed by an accumulation of objective facts. Not a lot of time will be spent seeking consensus. Although meeting may be generally informal and relaxed in manner, they are serious in content. Usually there is an agenda that is followed and a successful meeting is one that is short and to the point.

Participation is expected by all and you may seem unprepared or having nothing important to contribute if you do not participate. There is normally one negotiation leader who will make the ultimate decision and the goal of most negotiations in the United States is to end the meeting with a signed contract. Time is money to Americans.

### ***Slide 33.***

Many companies in the United States have policies that discourage or limit gift giving and government employees are not allowed to accept any gifts. Do not be offended if someone cannot accept a gift. If you do give a gift at the company, it should be given after the deal is closed. Normally the gift will be opened immediately and shown to all assembled. If you are invited to someone's home for dinner or a party, appropriate gifts might include: flowers, a fruit basket, candy, wine, book or a small household gift. Gifts from your country or company are always appropriate.

Inappropriate gifts would include anything of a personal nature such as cologne, perfume or anything religious.

### ***Slide 34***

Etiquette accomplishes many tasks. It allows us to show respect and deference for others and their customs and it allows us to build good interpersonal relations. These are the guidelines that allow communication, transaction, and business to take place smoothly.

### ***Slide 35***

As we live and grow and continue to do business in a global marketplace, we have no choice but to prepare ourselves to understand and appreciate the differences in etiquette, approach and style in business.

### ***Slide 36***

Check the UNT website for a Reference File of all the web resources used in creating this presentation

# Cultural Etiquette Reference File

[www.buzzle.com](http://www.buzzle.com)

[www.cyborlink.com/besite/china.htm](http://www.cyborlink.com/besite/china.htm)

[www.cyborlink.com/besite/france.htm](http://www.cyborlink.com/besite/france.htm)

[www.cyborlink.com/besite/japan.htm](http://www.cyborlink.com/besite/japan.htm)

[www.ediplomat.com](http://www.ediplomat.com)

[www.ehow.com](http://www.ehow.com)

[www.executiveplanet.com](http://www.executiveplanet.com)

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