



## Do's & Don'ts in the United States

- ▶ Contracts are more important than contacts in making deals in the US; always consult a legal advisor
- ▶ You are expected to be swift in decision making; your business partner may want to strike a deal at the first meeting
- ▶ Pay attention to the way dates are written: first month, then day and year (e.g. July 4, 2008 or 7/4/08)
- ▶ The Internet is vital in doing business in the US; it is used for everything, from appointments to presentations and invoice. Make sure you are up-to-date
- ▶ Your introduction should include a good 'track record' on sales etc.; the higher your ranking in various categories, the better!
- ▶ Negotiations are focused on financial and technological prospects; related market developments or relationship building are not part of the deal
- ▶ Giving compliments is important anytime, and provides a good start for any conversation
- ▶ business breakfasts are common and can start as early as 7 a.m.
- ▶ Avoid sensitive conversation topics such as religion, politics and sex as long as you aren't yet familiar with your business partner; do not make any sexual jokes or physical gestures towards woman
- ▶ Business gifts are not a standard part of business life and should be given only after a deal closure

***These do's and don'ts assist you in making a good first impression when meeting business partners. However for a successful business outcome, a tailored cross-cultural approach is key. We gladly provide you with more country and industry specific advice and workshops.***

