

DO'S & DON'TS IN THE USA

General directions for making a good impression

- Contracts are extremely important 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).
- 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. However, Americans like to do business with a likable person.
- 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 if you are not yet familiar with your business partner.
- Refrain from making any inappropriate (sexual or ethnic) jokes or touch anyone.
- 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 help to make a first good 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 cultural advice. Contact us at info@culture-inc.com



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