

Cultural Communication Differences During Sales and Negotiations: Handshakes, Headshakes, Bowing, Hugging, or Kissing

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GLOBAL BUSINESS: CUSTOMS AND ETIQUETTE **Cultural Intelligence**

1. To impress your Hispanic mother-in-law while visiting her home in Mexico, you take her some beautiful yellow marigolds. (T/F)
2. Hand holding between men is acceptable in Saudi Arabia. (T/F)
3. The bullfight is the most popular sport in Argentina. (T/F)
4. People consider the number four good luck in China and Japan. (T/F)
5. Brazilians speak Spanish. (T/F)
6. To beckon another person in Spain, you would turn your palm down and wave your fingers or whole hand. (T/F)
7. You are negotiating with an Asian colleague, and he says, "That will be difficult" or "That requires further study." What does he mean?
8. In Europe, business people expect an exchange of business cards as an introduction. (T/F)
9. Dinner reservations in Spain are generally for 8:00 P.M. (T/F)
10. Hindus do not eat beef, and Muslims do not eat pork. (T/F)
11. One should use both hands to accept business cards in:
 - a. India
 - b. Africa
 - c. Japan
12. Making a circle with the thumb and index finger:
 - a. Means money in Japan
 - b. Is vulgar in Brazil
 - c. Is impolite in Russia
 - d. All of the above
13. In general, Canadians write the day first, then the month, then the year (e.g., December 3, 2007, is written 3.12.07). (T/F)
14. Which of the following people use the expression "sitting near the window" to refer to employees the company is retiring?
 - a. Arabs
 - b. Japanese
 - c. Spaniards
15. The Chinese are enthusiastic applauders; they may even applaud others during the greeting. If a person receives applause in this fashion, it is the custom to return it. (T/F)
16. The Northern European countries are not sticklers for punctuality. (T/F)
17. Business negotiations in the U.S. occur at lightning speed in comparison to many cultures. U.S. sales people may even bring final contracts to their first meeting with prospective clients. (T/F)

18. In Denmark, what is the word used for toasting when drinking?

- 19. To perform the traditional Indian greeting, the *namaste*, a person holds the palms of his hands together below his chin and nods or bows slightly. (T/F)
- 20. Personal space is rather limited in China. During conversations the Chinese will stand much closer than Westerners. (T/F)
- 21. To signal "one" in Germany, hold the thumb upright. (T/F)
- 22. Latinos are status-conscious during negotiations. One member of your negotiating team should be from higher-level management. During introductions, one should mention his university degrees; he should stay in superior hotels and eat at good restaurants. (T/F)
- 23. Guests need to be careful about expressing admiration for small but expensive possessions in the home of a Middle Eastern person (Saudi Arabia, Israel, Egypt, Syria, Iran, Iraq, Jordan, Lebanon, etc.). (T/F)
- 24. Muslims, whose Islamic culture rests upon the teaching of Mohammed, pray _____ times a day, bowing to the ground toward Mecca.
- 25. _____ is the second largest country in the world, after Russia.
- 26. In Colombia and Mexico, individuals bear two family names: The last name is the mother's family name, and the middle name is the father's family name and the official surname. Therefore, Pedro Munoz Gomez is called Senor Munoz. (T/F)
- 27. _____ (country) (because of its vast length—over 4,000 miles long) is sometimes called the "Switzerland of South America" for its natural beauty and many different climate changes, from subtropical in the north, to subarctic in the south.
- 28. Common greetings in _____ are *Guten morgen* (Good morning), *Guten tag* (Good afternoon) and *Guten abend* (Good evening).
- 29. Concerning chopstick etiquette, it is customary to stand them up in your bowl of rice. (T/F)
- 30. In Japan, a smile can mean pleasure, but it can also indicate self control, as when used to hide displeasure. (T/F)
- 31. In Kenya and Africa, what is the greeting for hello?

32. In what country(s) do you remove your shoes before entering a mosque?

33. In China, what gesture is appropriate when meeting someone?

34. In the Middle East, which is the only hand that one can use when eating?

35. Avoid using the word "English" when talking about the people in England, Scotland, and Wales. One should use: _____

36. Why isn't it fine to cross your ankle over your knee in Muslim countries and in Buddhist cultures?

37. What is the preferred reference for people from China, Japan, and Vietnam?

38. Canada spans five time zones. (T/F)
 39. In Greece, what are the rules for greeting people?

40. Germans take great pride in their automobiles. (T/F)
 41. People consider it bad manners to talk with their hands in Finland. (T/F)
 42. A sideways movement of the head, which resembles the negative shake of Americans, indicates the “yes” of a Greek, Turk, or Bulgarian. (T/F)
 43. British people gesture very little when speaking; they do not move their hands about, and they hold their heads high. (T/F)
 44. Should one give gifts wrapped in red in China or Japan?

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45. In India, the people consider the head the seat of the soul. Never touch someone else’s head, not even to pat the hair of a child. (T/F)
 46. When dining, Italians keep both hands above the table. (T/F)
 47. About 65 percent of _____ people have last names that end in “sen” (for instance, Andersen, Christensen, Hansen). (T/F)
 48. Expect Kuwaitis to sit and stand very close. They may rest a hand on your shoulder or even tap your forearm with a finger. (T/F)
 49. People use the basic greeting *xin chao* (pronounced “seen-chow”) primarily in _____.
 50. The most powerful, best understood, most disarming, and most international body language signal of all is the smile. (T/F)

Body language one-liners, especially common among North Americans, follow:

<i>Action</i>		<i>Meaning</i>
Toes pointed outward	⇒	Confidence
Toes pointed inward	⇒	Submission
A jutting chin	⇒	Belligerence
Lip and nail biting	⇒	Disappointment
Lip licking	⇒	Nervousness
Foot tapping	⇒	Impatience
Leaning backward	⇒	A relaxed attitude
Leaning forward	⇒	Interest
Open palms	⇒	Honesty
Rubbing hands together	⇒	Excitement
Rubbing left eye	⇒	Deceit
Scratching neck	⇒	Uncertainty
Arms folded	⇒	Defiance and refusal