

Negotiating terms

Task 1 Activity 5c

Video Clips

Watch the video clips. Do you think these behaviours are appropriate? Take notes on each and justify your answer.

1. [Task1 Activity 5 Video 1](#)

2. [Task 1 Activity 5 Video 2](#)

3. [Task 1 Activity 5 Video 3](#)

Answer Key:

- Video 1

American businessman, meeting his Chinese counterpart for the first time.

Hi Xiaochuan! How are you! <Hug>. Nice to meet you! Here's my card. <Chinese colleague steps back, looking abashed / dismayed. American gives his card with his right hand/ takes his colleague's and puts it in his pocket without looking at it >

Look! I brought you something! <shows a bottle of whiskey>. Do you like whiskey? We could open it now ... Celebrate our future deal!

Well, anyway, I examined the different clauses. My company insists on the fact that we must have the frame of our XPT3 processed in your company but the sensors should be produced in our company in Taiwan, OK? Oh, I forgot! Did you make sure that your employees will meet the deadlines? I am not convinced it will be the case. Oh, and tell me also, ...

keeps close to his counterpart/ very direct/ wants to impose the different clauses of the contract/speaks about his company's requirements only

- **Suggested Answers:**
- In Asia, you are supposed to take a business card with both hands (and read it carefully)

- You are not supposed to hug someone (hand shaking becomes the rule, even though sometimes not the rule, in Asia for instance).
- Beware of personal spaces! (keep a minimal physical distance between you and your counterpart)
- In Asia, you usually do not open a present in front of your counterpart. Be careful, avoid bringing alcohol if you are not certain it will be appreciated.
- You never offer to open a bottle you brought when you do not know the person you are meeting!
- Too intrusive / does not take his colleague into account
- Very offensive (only speaks about his company, what interests him)

- Video 2:

French executive meeting an Indian CEO. The Frenchman/woman does not understand well what he says to you. He/she needs him to repeat frequently.

Good morning Mr Singh! I am Nathalie Dupont, your counterpart at MCA. I am the Manufacturing Manager (both shake hands).

Nice to meet you Ms ...? Sorry, I didn't get your name.

Nathalie DUPONT ... DUPONT ... I'm MCA's Manufacturing Manager! I am so happy to meet you. We've been discussing on the phone or by email, but it's not the same. I am sure we're gonna work well together. Let me give you my card! <she gives him her business card with left hand, he holds his with right hand> There you are.

Mr Singh: Here's my card. I hope your journey was not too tiring.

Ms Dupont: Actually, it was tiring but so exciting. It's my first trip to India, you know! By the way, do you know our company?

Mr S: Oh, well, not really

Ms D: I'd be glad to explain, if I may ...

Mr S: Yeah, sure ! That would be great.

Ms D: OK! By the way, I'm so impressed by your facilities!

- **Suggested Answers:**

- Positive: small talk, takes her colleague into account, expresses will to communicate, exchange, shows respect/interest
- Negative: in India, you never use your left hand, to hold/give/take something

- Video 3

German executive angry, at his desk, checking his watch. Very upset when the Brazilian businessman arrives, very relaxed.

Iago: Hi! Gunther? Are you Gunther?

Dr Strauch: <sharply> Hi, I am Dr <insisting on Dr> Gunther Strauch, I am CEO from BMY, Berlin, and you are late. We had an appointment at 9. It's nearly 10.

Iago: OK, yeah, I know. I'm very very very sorry. I woke up a little bit too late today. But I'm here now. We can start, OK?

Dr Strauch: <Tries to hide his disapproval> We have a lot of things to discuss.

Iago: Yeah yeah. I prepared all the documents here for you. And I have some questions regarding the specifications. Also, the deadlines are a problem too.

Dr Strauch: Deadlines are VERY important. If you guys arrive late, we will never get this project done.

- **Suggested Answers:**

- In some countries, being late is not an issue, contrary to others. Make sure you arrive on time.
- Titles are essential in some countries too (e.g. Germany, Eastern and Centrale Europe, Russia etc. ...)
- The way the discussion starts is not favourable to a pleasant exchange...

- **Directions for video clips**

1. American businessman, meeting his Chinese counterpart for the first time .
Hug/ gives his card with his right hand/ take his colleague and puts it in his pocket /brings a bottle of whiskey and offers to open it/ keeps close to his counterpart/ very direct/ wants to impose the different clauses of the contract/speaks about his company's requirements only
2. French executive meeting an Indian CEO. The French guy/woman does not understand well what he says to you. He/she needs him to repeat frequently.
He/she gives him his/her business card with left hand/very polite/ speaks slowly/using simple words/ small talk (I am very pleased to be here. Do you know our company/have you been to France already? / This is my first time in India/ I am really impressed by your facilities/
3. German executive. Supposed to meet his Brazilian counterpart. Late. Very upset when the Brazilian arrives (very relaxed). Tries to hide his disapproval, but in the end, expresses his concern (necessary to be on time at next meeting with CEO).