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International Business Training Center

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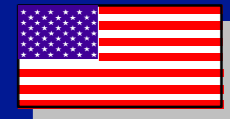


Negotiating With Americans



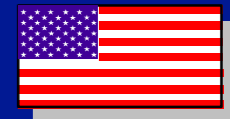
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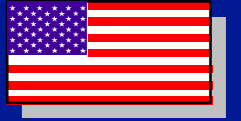
## AMERICANS: ACTION-ORIENTED: WHAT?

TALK ABOUT	PROCESS	IMPACT ON COMMUNICATION
Results	Pragmatic	Conclusions
Objectives	Direct	Energetic
Performance	Impatient	Proposals
Productivity	Decisive	Be hard on the problem
Efficiency	Quick	Text eingeben



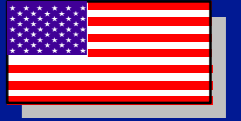
## Negotiating with Americans

- They are Individualistic.
- Anything goes unless it has been restricted.
- They introduce informality immediately.
- They put their cards on the table right from the start, then proceed on an offer and counter-offer basis.



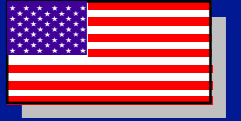
## Negotiating with Americans

- They consider most proposals on an investment return or investment/timescale basis.
- Time is money: „Let’s go to the point.”
- They try to extract an oral agreement at the first meeting.
- They want „yes” in principle and will work out details later.



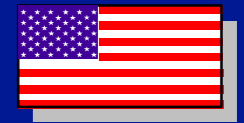
## Negotiating with Americans

- They can be very tough in the details and check on everything in spite of apparent trust.
- Germans, French and others prefer to settle details first.
- They don't like silence during negotiations; they are used to making up their minds fast.
- They are opportunistic, quick to take chances.



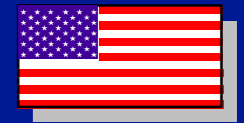
## Negotiating with Americans

- They often lack patience, and will say irritating or provoking things („Look at our generous offer”) to get things moving.
- They are persistent: there is always a solution.
- They will explore all options when deadlocked.
- They are consistent: When they say „You gotta deal” they rarely change their mind.



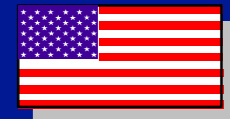
## Negotiating with Americans

- They put everything in words.
- But when they use words like „fair“, „democratic“, „honest“, „good deal“, „value“, „assume“, they think the other party understands the same as they do.
- This is because US subcultures, e.g. Cheeks, Germans, Polen, do understand.



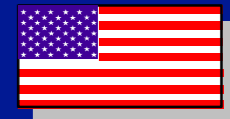
## Negotiating with Americans

- They are blunt, they will disagree and say so.
- This causes embarrassment to Japanese, Arabs, Italians and other Latin.
- They often reveal brute force as argument, e.g. their financial strength or unassailable position.



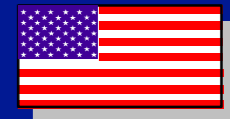
## Negotiating with Americans

- They assume all negotiators are technically competent and expect to win on their own technical knowledge.
- They forget the other side may see it as a matter of the status of the chief negotiator: How can a Mexican company president lose to an American engineer?



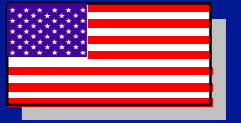
## Negotiating with Americans

- They regard negotiating as problem solving through give and take based on respective strengths.
- They do not appreciate that the other side may have only one position.
- Uncle Sam is best, but successful negotiating enter the cultural world of the other party.



## Negotiating with Americans

- Many Americans see the USA as the most successful economic and democratic power, therefore assume that American norms are the correct one.
- This leads to a lack of interest in or knowledge of the foreign culture.
- The dollar is almighty and will win most arguments.



## Negotiating with Americans

„Shoot first, ask questions later.“



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The End



Negotiating With Americans



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