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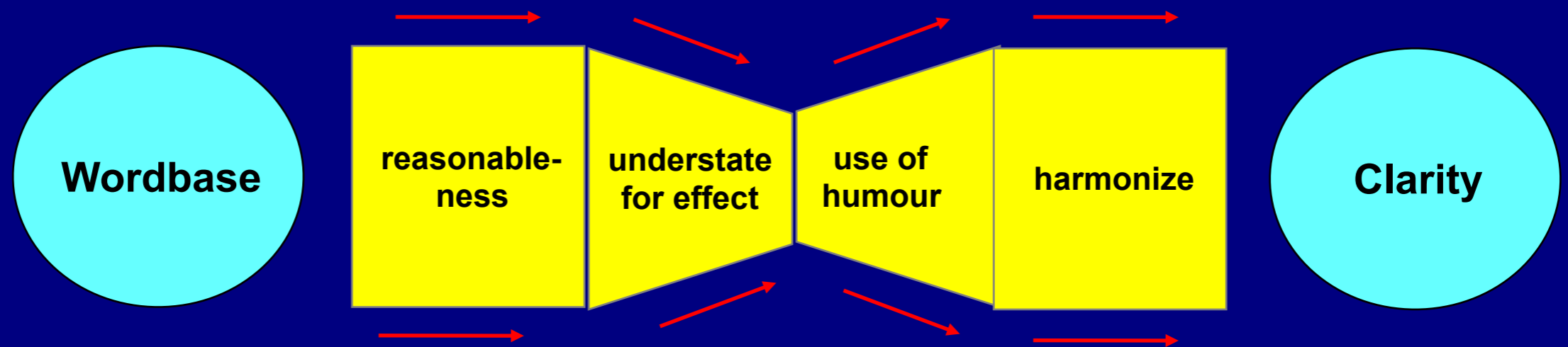
Negotiating With British People



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Negotiating with British People





Negotiating with British People

- The British feel at home with other Englishspeaking nationalities, which whom they have little difficulty in establishing an easy-going but effective relationship: Nordics, Dutch.
- They think that they strike the golden mean between excessive formality (French, Germans) and premature familiarity (Americans).



Negotiating with British People

- HUMOUR is (very) important in business sessions in the UK and it is advisable for foreigners to arrive well with jokes and anecdotes.
- British people expect you to match story with story and an atmosphere conducive to doing business with result.



Negotiating with British People

- British executives can use HUMOUR (especially irony or sarcasm) as a weapon in ridiculing an opponent or showing disagreement or even contempt.
- One can learn a lot about the British by observing how they use HUMOUR against themselves or their own colleagues.



Negotiating with British People

- *Self – depreciation:*
 - To break up tension in a situation which is developing intransigence.
 - To speed up discussion when excessive formality is slowing it down.
 - To direct criticism towards a superior without getting fired.



Negotiating with British People

- To introduce a new, possibly wild idea to unimaginative colleagues (the 'trial balloon').
- To laugh at overelaborate or 'mysterious' management priorities and perspective in solemn corporate planning.



Negotiating with British People

- HUMOUR is regarded as one of the MOST EFFECTIVE WEAPONS in the British manager's arsenal.
- Some people can gain the confidence of the British by showing that they can be a match for them in this area.
- A Swiss, Austrian, Turk or German has difficulty in doing this.



Negotiating with British People

- British executives try to show during meetings that they are guided by reasonableness, compromise and common sense.
- The British, even in the absence of disagreement, will RARELY MAKE A FINAL DECISION AT THE FIRST MEETING: THEY DO NOT LIKE TO BE HURRIED.



Negotiating with British People

- Americans like to make on-the-spot-decisions when they can, using instinct.
- The British, more tradition bound, prefer using instinct to logic, but exercise MORE CAUTION.
- British RARELY DISAGREE OPENLY WITH PROPOSALS FROM THE OTHER SIDE.



Negotiating with British People

- They agree whenever possible, but **QUALIFY THEIR AGREEMENT:**
“Hm, that’s a very interesting idea.”
- Other nationals are more open in this respect. **THEY MUST WATCH FOR HIDDEN SIGNS OF DISAGREEMENT:**



Negotiating with British People

- “Well, we quite like that, however...”.
- Vagueness in reply.
- Understatement showing, in fact opposition: “That might be a bit tricky.”



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The End



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