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presents



Negotiating with Dutch People

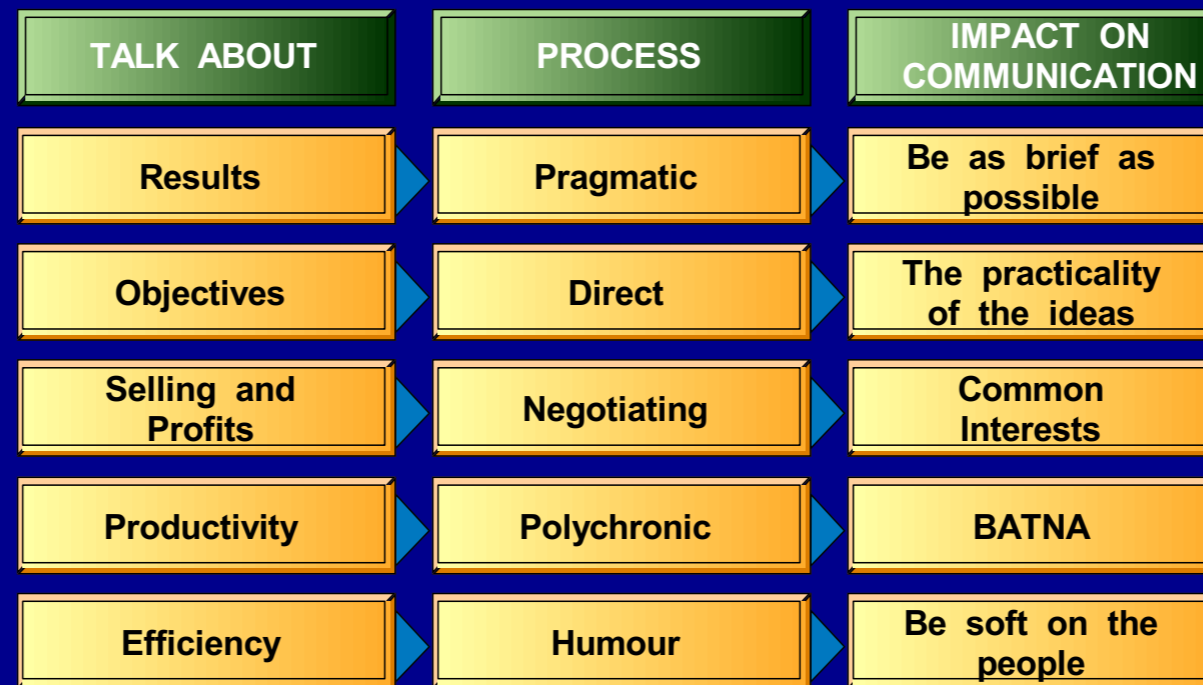


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DUTCH: ACTION-ORIENTED: WHAT?





Negotiating with Dutch: What is typically Dutch?

- Moralistic, individualistic
- Liberty and peace-loving
- Tolerant
- Self-assured, compromising
- Ironic, serious



Negotiating with Dutch: What is typically Dutch?

- Modest, tidy, prudent
- Thrifty (!!!)
- Conservative
- Flexible



Negotiating with Dutch: What is typically Dutch?

❖ „BEDAARD“

German: gelassen English: cool, composed

- The attribute of bedaard is central how Dutch culture attributes positive value to an individual's character.
- The traits that make up the concept are highly valued in Dutch culture, and their expression in a person's behaviour is familiar and recognizable to any Dutch person.



Negotiating with Dutch: Bedaard

- This very centrality of bedaard as a constellation of highly positive Dutch values makes it especially difficult for Dutch people who deal with foreigners who, because of the stereotyping processes, turn these virtues into negatives



Negotiating with Dutch: Bedaard

Positive Attribution	Negative Attribution
Circumspect	Unimaginative
Patient	Dull
Reserved	Akward
Persevering	Drudging

Dutch Research On Dutch National Character

Research and Publications Dutch National Character

1. Steinmetz. S.R. *Die Niederlande*. Zentral Verlag 1930
2. Huizinga, J. *Nederland's Geestesmerk*. Sythoff 1946
3. Kruyt. J.P. *Het nederlandse volkskarakter en het socialisme*. 1934
4. Schelven T. van *De Nederlanders*. 1938
5. Romein. J. *Beschouwingen over het nederlands volkskarakter*. 1943
6. Waterink. J. *Het nederlands volkskarakter*. 1943
7. Meertens.
8. Benedict R.F. *The Study of Cultural Patterns in European Nations*. Columbia University Press, 159-165



Dutch Research On Dutch National Character

Author	1	2	3	4	5	6	7	8
Spirit of liberty	x	x	x	x	x	x	x	x
Individualistic	x		x		x	x	x	x
Critical attitude	x	x	x		x			x
Modest	x	x	x					x

Source: <http://rjh.ub.rug.nl/ast/article/view/23574/21028>



Dutch Research On Dutch National Character

Author	1	2	3	4	5	6	7	8
Diligent	x		x					
Honesty	x	x	x	x		x		
Anti-theological	x		x	x	x			
Domestic	x		x					x

Source: <http://rjh.ub.rug.nl/ast/article/view/23574/21028>



Dutch Research On Dutch National Character

Author	1	2	3	4	5	6	7	8
Reserved, sober	x		x	x	x	x	x	x
Prudent	x	x	x	x	x	x	x	x
Frugal	x	x	x	x				x
Serious	x	x	x			x	x	

Source: <http://rjh.ub.rug.nl/ast/article/view/23574/21028>



Dutch Research On Dutch National Character

Author	1	2	3	4	5	6	7	8
Peaceful	x	x	x	x		x	x	
Tolerance			x		x		x	x
Faithfulness	x						x	
Perseverance	x		x			x		

Source: <http://rjh.ub.rug.nl/ast/article/view/23574/21028>

Negotiating with Dutch

- BUSINESS CARD:
 - It is unnecessary to have your business card translated, since most Dutch businesspeople are fluent in English
- PROMOTIONAL MATERIAL, INSTRUCTION MANUALS:
should be translated into Dutch

Negotiating with Dutch

- Any documents you distribute should be *CLEAR* and *CONCISE*.
- Good visuals are an *ASSET*.
- Dutchmen treat *WOMEN BUSINESS TRAVELERS* with *CONSIDERABLE RESPECT*.

Negotiating with Dutch

- Generally, the Dutch *WILL NOT SPEND A LOT OF TIME SOCIALIZING* before a meeting or other business discussion.
- Often, as soon as the necessary introductions are made, they will proceed with the business at hand.
- When *TALKING*, the Dutch usually stand further apart than North Americans.

Negotiating with Dutch

- Furniture arrangements reflect this practice, and you may find yourself seated in a chair that seems unusually far away.
- The Dutch tend to be wary of *INFLATED CLAIMS*, so use *PLENTY OF EMPIRICAL EVIDENCE* and other data to persuade them of the merit of your products or ideas.

Negotiating with Dutch

- Don't make promises lightly.
- You will be expected *TO KEEP EVERY PROMISE YOU MAKE*, no matter how offhand or insignificant it may seem.
- If the Dutch suspect that they *CANNOT TRUST YOU*, they may very well *CALL OFF THE DEAL*.

Negotiating with Dutch

- The Dutch respect qualities such as *STRAIGHTFORWARDNESS* and *HONESTY*.
- *HONESTY* and *STRAIGHTFORWARDNESS* are an essential part of doing business in the Netherlands.
- When you really want to say „no“, tentative answers such as „I'll consider it“, „perhaps“ etc. are *NOT ACCEPTABLE to the Dutch*.

Negotiating with Dutch

- In the Netherlands the decision making process is *SLOWER* and *MORE INVOLVED* than you may be accustomed to in the USA.
- *CONSENSUS GUIDES THE DECISION MAKING PROCESS IN MOST DUTCH ORGANISATIONS.*
- *EVERY EMPLOYEE* who may be affected will be informed and consulted, this is a *TIME-CONSUMING PROCESS.*

Negotiating with Dutch

- Decision making process is so democratic because the Dutch culture values *DIVERSITY*.
- Since decisions are typically made by *A GROUP OF PEOPLE*, it is a good policy to learn more about the *COMPANY'S STRUCTURE*.
- Once the decision is made, it is *UNCHANGABLE*.

Negotiating with Dutch

- Once a decision has been made, the Dutch organization will *QUICKLY GET TO WORK* and *MAINTAIN A STRONG COMMITMENT TO REACHING THE OBJECTIVE*.
- Do everything you can *TO AVOID GIVING THE IMPRESSION OF SUPERIORITY*.
- *EGALITARIANISM* is a central tenet of Dutch society.

Negotiating with Dutch

- Despite the emphasis on egalitarianism, there is *SOME RACISM* in Dutch society, although *ITS PRESENCE IS USUALLY DENIED*.
- *GIVING COMPLIMENTS IS NOT A PART OF DUTCH (BUSINESS) CULTURE.*
- Since most work is done in groups, there is not as much emphasis on recognizing individual effort.

Negotiating with Dutch

- When it is necessary for someone to be praised or criticized, the Dutch will do this *ONLY IN PRIVATE*.
- *PRIVACY IS OF KEY IMPORTANCE IN THE NETHERLANDS.*
- *FAMILY and BUSINESS ARE KEPT SEPARATE.*

Negotiating with Dutch

- The Dutch tend to drink a lot of *COFFEE*, particularly the finer blends.
- *ARRIVING ON TIME* to social events is essential in Dutch business culture.
- All social events have to be *CAREFULLY SCHEDULED and PLANNED*.
- The Dutch will not appreciate being invited out at a moment's notice.

Negotiating with Dutch

- *DINNERS* and *LUNCHESES* are popular occasions for Dutch business entertaining.
- These meals tend to be held in *RESTAURANTS* rather than private homes.
- There is no need to be feel slighted if you don't et invited out to lunch: the Dutch lunch period is frequently *BRIEF and HURRIED*.

Negotiating with Dutch

- Since the Dutch tend to value their privacy at home, consider a dinner invitation a rare honour.
- At the dinner table, avoid resting your hands in your lap; the best policy is to keep *BOTH WRISTS RESTING ABOVE THE TABLE.*

Negotiating with Dutch

- *PLANNING*, *REGULATING*, and *ORGANIZING* are prevailing values in Dutch culture.
- *PUNCTUALITY* is essential and expected in Dutch business culture.
- If you know that you will be late for an appointment, be sure to phone ahead and give a plausible excuse.

Negotiating with Dutch

- Wait until you have established a relationship with your Dutch contacts before presenting them with *GIFTS*.
- Any gift should be of *GOOD QUALITY* but not obviously *EXPENSIVE*.
- *MODEST GIFTS* are usually the safest choices.

Negotiating with Dutch

- *FORMALITY* prevails in Dutch business culture.
- The best policy is *TO WAIT FOR YOUR DUTCH CONTACT TO INTRODUCE YOU TO OTHERS.*
- First names tend to be reserved for family and close friends.

Negotiating with Dutch

- Generally, the Dutch are extremely reserved and will *AVOID EXPANSIVE GESTURES* such as hugging and backslapping.
- Aside from handshakes try to *AVOID TOUCHING OTHERS IN PUBLIC*.
- Do not talk to someone while chewing gum; this is considered vulgar.



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The End



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C.J.M. Beniers. *Interkulturelle Kommunikation*.
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