

International Business Training Center

presents

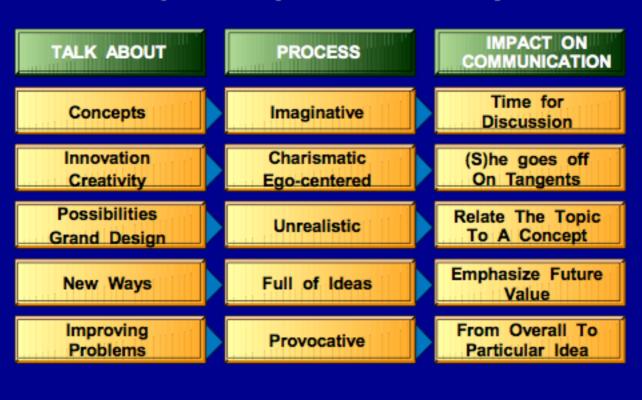




© Das Werk einschließlich aller seiner Teile ist urheberrechtlich geschützt. Jede Verwertung außerhalb der engen Grenzen des Urheberrechtsgesetzes ist ohne Zustimmung von der Beratungsfirma Beniers Consultancy unzulässig und strafbar.

Das gilt insbesondere für Vervielfältigungen, Übersetzungen, Mikroverfilmungen und die Einspeicherung und Verarbeitung in elektronischen Systemen.

> www.beniers-consultancy.com http://blog.beniers-consultancy.de



FRENCH: IDEA-ORIENTED: WHY NOT?

- The French tend to focus on LONG TERM OBJECTIVES and will try to establish FIRM PERSONAL RELATIONSHIPS with the other negotiating party.
- During a first meeting, remain *POLITE* and *CORDIAL*, but keep in mind that the French tend to be suspicious of early friendliness.

- You may find that the French tend to treat the business discussion as an INTELLECTUAL EXERCISE.
- LOGIC will DOMINATE ARGUMENTS on the French side.
- They will be quick to *CRITICIZE ANYTHING ILLOGICAL STATED* by the opposition.

- ARGUMENTS tend to be made from an ANALYTICAL, CRITICAL PERSPECTIVE that is articulated with ELOQUENCE and WIT.
- Also, one's *PERSONAL FEELINGS* or *BELIEF* in an ideology may enter into the presentation.

- The French can often be persuaded to change their opinions.
- They will NOT ACCEPT ANYTHING THAT DEVIATES FROM THE CULTURAL NORM.
- They are, however, receptive to any new information that enhances the spirit of debate.

- The French will judge you on your ABILITY TO DEMONSTRATE YOUR INTELLECT.
- This often involves *DISCUSSING CONFRONTATIONAL IDEAS* and *ENGAGING IN RIGOROUS DEBATE* with them.
- You will earn their respect if you can handle yourself well in these situations.

- In the middle of an argument, THE FOCUS MAY CHANGE, SETTING ASIDE THE IMMEDIATE ISSUE !!!
- These digressions are characteristic of French business culture and sometimes INFLUENCE THE FINAL DECISION.

- The French can be VERY DIRECT, QUESTIONING, and PROBING.
- Therefore a CAREFULLY PLANNED, LOGICALLY ORGANIZED PROPOSAL is very important.
- The French will focus on the aspects of your proposal that require further explanation.

- French business protocol requires CONSTANT FORMALITY and RESERVE IN NEGOTIATIONS.
- Refrain from discussing your familiy or other personal matters
 during negotiations.
- The French tend to be preoccupied with EXAMINING EVERY MINUTE DETAIL BEFORE ARRIVING AT A DECISION.

- Generally, the French will NOT MAKE CONCESSIONS in the negotiations UNLESS THE LOGIC used in their arguments HAS BEEN DEFEATED.
- *POWER* is intrinsic to French business culture.
- Only THE HIGHEST INDIVIDUAL IN AUTHORITY makes THE FINAL DECISION.

- Therefore, be aware that the people with whom you are dealing are probably only *INTERMEDIARIES*.
- The French workplace is HIGHLY ORGANIZED and STRUCTURED.
- Generally, *BUREAUCRACY* and *ADMINISTRATIVE PROCEDURES* are considered *FAR MORE IMPORTANT* than efficiency or flexibility

- Business lunches are preferred to dinners.
- Actual business is *NOT* supposed to be conducted during lunch or dinner.
- Sharing a meal is intended to help ESTABLISH A PERSONAL ACQUAINTANCE.
- If business has to be discussed, wait until dessert is served.

- Ensure that you make appointments for both business and social occasions.
- You won't be considered late if you arrive ten minutes after the scheduled time.
- There is AN INCREASED TOLERANCE for arriving late as you go further south.

- French business culture is INTENSIVELY HIERARCHICAL.
- So be sure to learn and use the titles of everyone you plan to encounter.
- First names are NOT USED.

- GOOD POSTURE is considered A SIGN OF BREEDING in this culture
- •
- Expect to be greeted by a handshake.
- Maintaining EYECONTACT is important.
- Chewing gum in public is considered vulgar.

- Keep your hands OUT OF YOUR POCKETS when in public.
- Slapping an open palm over a closed first is offensive.
- Snapping fingers is also considered offensive.
- The US "O.K." sign (a circle with thumb and forefinger) means "zero" or "useless" in France.

- The French will perceive the way you dree as a reflection of your social status and relative success.
- DRESS tends to be on THE FORMAL SIDE for both MEN and WOMEN, whether in BUSINESS or SOCIAL SITUATIONS.
- Clothing choices should me tasteful and stylish.

- Wear only CONSERVATIVE CLOTHING OF THE HIGHEST QUALITY.
- MEN should wear DARK SUITS.
- WOMEN are advised to dress SIMPLY and with ELEGANCE.
- Especially in summer WOMEN DO NOT WEAR STOCKINGS.

- You'll find that CONVERSATIONS often SHIFT into SPIRITED DEBATES.
- Give opinions only on subjects that you are knowledgeable about.
- Be prepared to answer questions about yout own country, especially regarding political matters.

- Don't ask an individual about his political leanings or how he voted.
- Do not criticize Napoleon, who has a lasting identity with the French spirit.
- Avoid making personal inquiries in the course of a conversation, especially during first introductions.



International Business Training Center

The End





www.beniers-consultancy.com http://blog.beniers-consultancy.de

C.J.M. Beniers. Interkulturelle Kommunikation. Hanser Verlag München, BRD. ISBN: 3-446-40220-9.

C.J.M. Beniers. International Business Language for Industrial Engineers. Hanser Verlag, München, BRD. ISBN: 3-446-22374-6.

> C.J.M. Beniers. Hörbuch Interkulturelle Kompetenz. Technisat Digital GmbH. Daun, BRD