

MINISTRY OF EDUCATION OF UKRAINE
TERNOPIL NATIONAL ECONOMIC UNIVERSITY
UKRAINIAN-DUTCH FACULTY-PROGRAMME

**International Management and
Marketing Department**

**Business Communication
Individual Task
«Negotiations in France»**

Group: MUN-41
Panchenko Olha

PLAN

- Major national communication peculiarities
- Essential elements of business protocol
- Attitude to time
- Styles of decision-making
- Success in negotiations

French style business talks influenced by their glorious history and culture and the French ideas about the special role of their country in European and world affairs.

French businessman believes that the culture of their country -the most developed in the world, France is the birthplace of democracy, and the French people established the highest standards of communication.



The French consider themselves unique nation and not to equate themselves aliens. But this does not prevent them from treating foreign partner with respect, if they are worthy of their qualifications and manners.




The French appreciate their interlocutors in the ability to focus on issues of culture and art, especially French.

Business meeting considered how official event, which primarily reflected in clothes. French prefer the classic style. Businesswoman tailored clothes should complement the necklace, carefully consider the makeup. Men inherent smart costumes.



ESSENTIAL ELEMENTS OF BUSINESS PROTOCOL

- ❑ **Business meeting considered the official event that primarily reflected in the behavior of formality and protocol compliance.**
- ❑ Appeal - only by surname.
- ❑ It is important that as the official language of negotiations, tend to use French. Dislike when foreigners make mistakes in French. Speak quickly and easily, often interrupted conversation.
- ❑ French businessman are carefully preparing for future negotiations. They study all aspects and implications of incoming proposals. To discuss they relate like to intellectual process, during which introduced to the other side and perhaps reveal their weakness.

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- The top portion of the image shows the French flag, with its characteristic blue, white, and red vertical stripes, appearing as if it is waving or draped across the top of the frame.
- ❑ The French do not have a "spare" position. Dislike when partners change their position.
 - ❑ They often avoid agenda and speak on a number of issues in any order. Therefore, the meeting may be long and verbose.
 - ❑ Contracts signed by the French, always clearly formulated and do not admit the possibility of different interpretations.
 - ❑ At the meeting should avoid topics: relating to religion, personal situation, income, illnesses, family status, political views.
 - ❑ At business meetings is not accepted to give gifts.

ATTITUDE TO TIME

**This is a
country
where
punctuality
is seen as the
highest form
of
politeness.**



STYLES OF DECISION-MAKING

Business relations are not only limited the scope of their office. In France, many of the important decisions taken not only at work but also at the dinner table. When you own a business lunch to talk about the case taken only after the coffee will be served.



The French organizations take decisions unlimited number of persons of high rank. Therefore it is important that business ties with French companies established at the appropriate hierarchical level. During the negotiations, the focus is not so much prices as specifications and duration of the proposed goods.



The French pride themselves on their speed of thought, but did not like being hurried into decisions-making. This rarely taken important decisions during negotiations. Often the one who is responsible for their acceptance, absent from the meeting.



SUCCESS IN NEGOTIATIONS

- The strength of the French in the negotiations is the logic reasoning. They quickly notice the lack of logic in the position of partner and use it. In contrast to the Germans, who also love the logic, the French are negotiating more flexible and more peaceful. If German, stating their arguments which seem to them "iron", immediately take a decision requires a partner, the Frenchman negotiates long, again and again arguing their own position.

SUCCESS IN NEGOTIATIONS

- The French are always trying to be accurate, even in small things. These are similar to the Germans. But, unlike them - they are extroverts, easily communicate with partners. They are often emotional. French deftly prove their point of view, using standard expression, elegant, refined building phrases. The French have a sense of humor, they gladly joking.

A photograph of the Eiffel Tower in Paris, France, taken during sunset. The tower is the central focus, with its intricate iron lattice structure clearly visible. The sky is a warm, golden-orange color, and the city skyline is visible in the background. The text "THE END! THANK YOU FOR YOUR ATTENTION!" is overlaid on the right side of the image in a dark, serif font.

THE END!
THANK YOU
FOR YOUR ATTENTION!