



The Protocol School

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HOW TO SUCCEED IN THE INTERNATIONAL ARENA



Sensible Strategies to Broaden Your Global Awareness

Strategy I – Broaden Your Global Awareness

Welcome

- **Benefits of Etiquette and Protocol Intelligence**
- **Pre-meeting Action Plan**
- **FYI – Negotiating to Win**
- **First Impressions Are Lasting**

Strategy I – Broaden Your Global Awareness

Welcome

- **Importance of Rank and Status**
- **Business Card Protocol**
- **Business Customs and Terminology**

Strategy I – Broaden Your Global Awareness

*The Benefits of Etiquette
and Protocol Intelligence*

Positions you to:

- Distinguish yourself from the competition
- Develop and maintain business
- Project a positive image
- Project confidence and authority
- Build teamwork

Strategy I – Broaden Your Global Awareness

Pre-meeting Action Plan

U.S.A. and Other Countries:

- Use your faculties
- Familiarize yourself
- Learn everything
- Call the embassy
- Take advantage of seminars
- Banks and law firms
- Country-specific briefing

Strategy I – Broaden Your Global Awareness

*First Impressions
Are Lasting*

Written Contact

In-person Contact

Strategy I – Broaden Your Global Awareness

*First Impression
Are Lasting*

Conduct:

- Your entrance
- Your eye contact
- Your handshake
- Your posture
- Introduce yourself and others
- Your people skills
- Appropriate business attire

Strategy I – Broaden Your Global Awareness

*Recognize the Importance
of Rank and Status*

- U.S.A.
- Other Countries
- Who Meets Whom

Protocol: Err on the side of formality

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Business Card Protocol

Your translated business card:

- Represents you and your company
- Depicts appropriate corporate image
- Communicates correct language
- Explains your position

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Business Card Protocol

Your translated business cards:

- Don't upgrade your title
- Do take plenty of cards

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Business Card Protocol

Protocol for presenting dual-language cards:

- Cards in a case
- Present with your right hand
- Present host-language side up
- Japan: The card exchange

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Business Card Protocol

Protocol for receiving a card:

- Take your time
- Asian countries
- Place the card
- Don't write on the card

Strategy I – Broaden Your Global Awareness

Business Card Protocol

Protocol when working with a negotiating team:

- Card in front of you
- Know whom you're speaking to

Strategy I – Broaden Your Global Awareness

Business Customs and Terminology

U.S.A. and Other Countries:

- **Measurements**
- **Appointment Times**
- **Dates**

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