

Spanish business etiquette

Exercise 1

I´m looking for four volunteers!!

- Gibt es hier einen deutschen Studenten, bitte?
- ¿Algún estudiante español, por favor?
- Ci sono alcuni studenti italiani, per favore?
- Ar yra koks nors studentas iš lietuvos?

Exercise 2

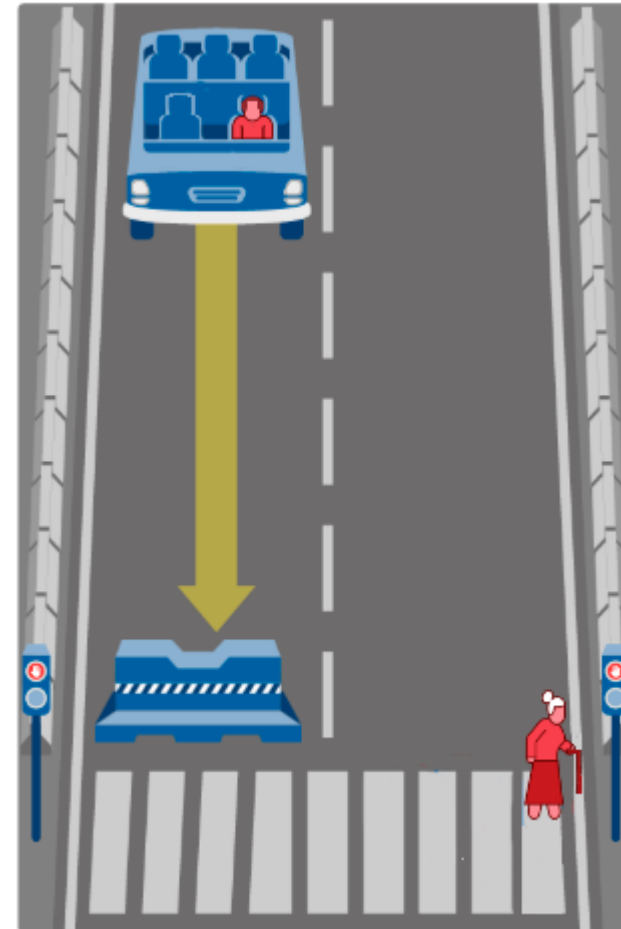
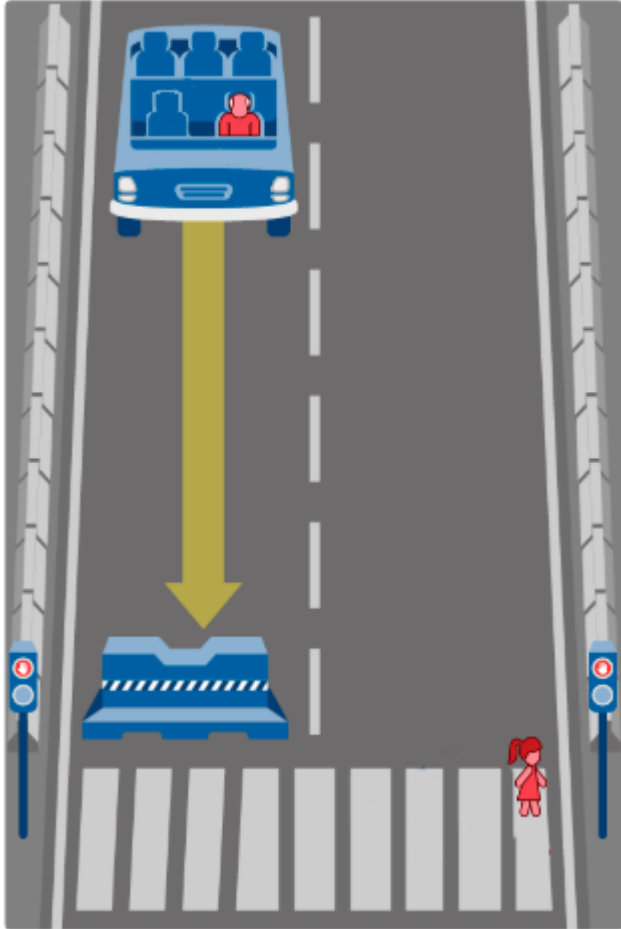
- Tell your partner:
 - Your favorite subject
 - The name of your school (and meaning)
 - Your favorite hobby

Exercise 3

- Hold a pen by the end. Ask your partner to hold it by the opposite end
- Practice the discussion...

- Any conclusion?

The pedestrian dilemma



- moralmachine.mit.edu

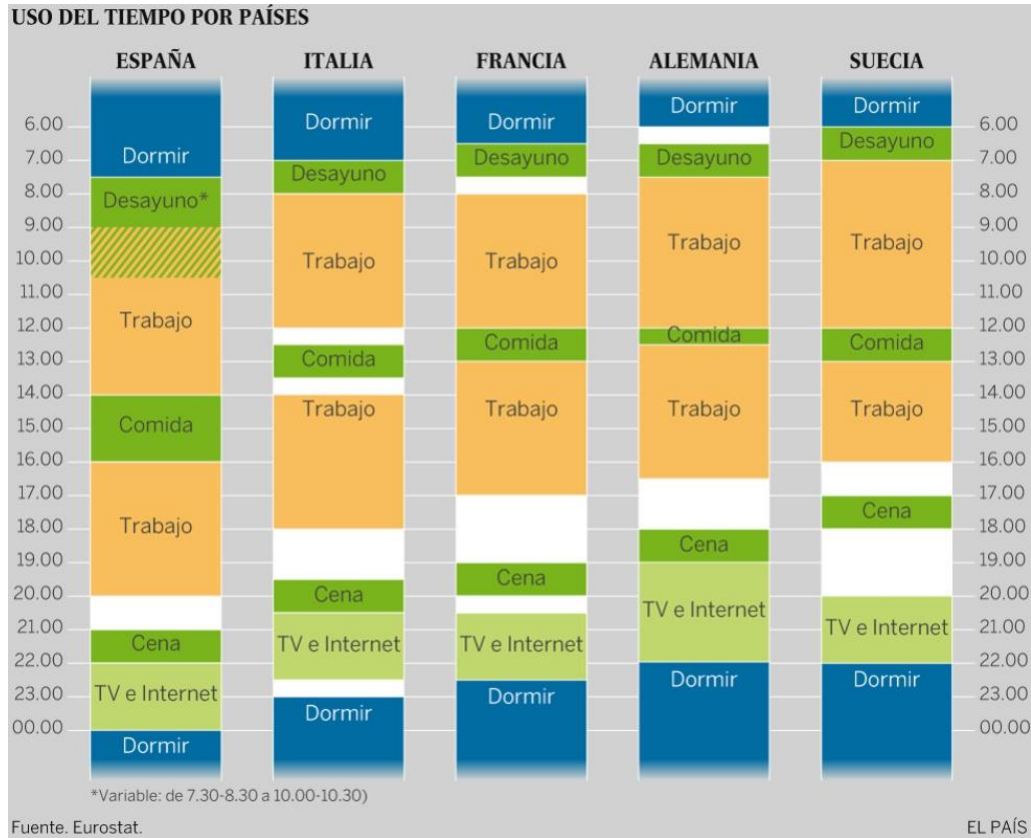
Intercultural communication

(Are we lost
in translation?)



Spanish business etiquette

SCHEDULING A MEETING



SPAIN	TIME	PROBABLY YOU
GOOD MORNING!	8	GOOD MORNING!
	9	
	10	
	11	
	12	
GOOD AFTERNOON!	1pm	GOOD AFTERNOON!
	2	
	3	
GOOD AFTERNOON!	4	GOOD EVENING!
	5	
	6	
GOOD EVENING!	7	GOOD NIGHT!
	8	
	9	
	10	
GOOD NIGHT!	10	ZZZZZZZ.....

Spanish business etiquette

- We come back home from office/school later
- We stop for lunch for more than one hour
- If there's a bank holiday, consider a four day weekend (PUENTE)
- And do not EVER forget...



Spanish business etiquette



ATTITUDE

- Honor, pride and honesty are very important
- Spaniards love their culture, so they appreciate people telling them how nice it is
- They have a tendency to believe that foreign products are better in many categories

ZARA

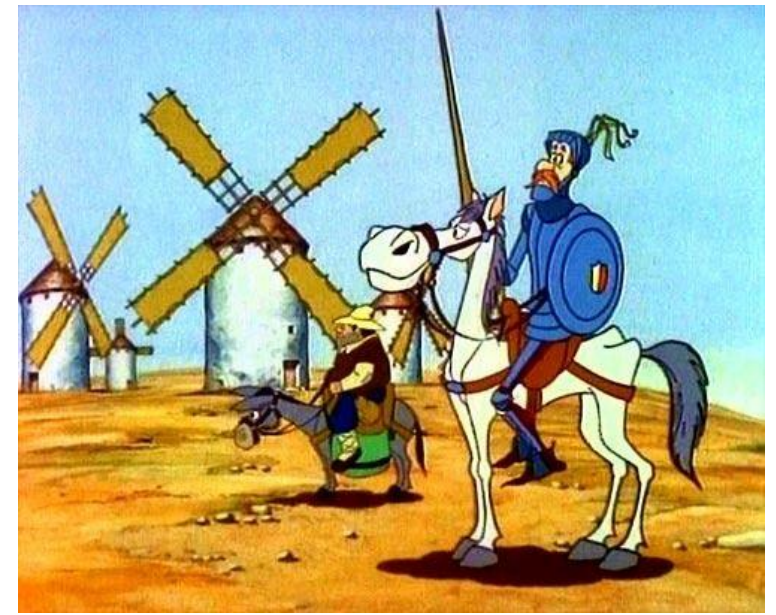


MANGO

PRONOVIAS GROUP



Spanish business etiquette



ATTITUDE

- Physical appearance is very important! We are latins...
 - take a time to choose your outfit
- Hierarchy is also very important!
 - Lengthy negotiations and bureaucracy
 - Only one would take the final decision (maybe you won't meet him/her)
 - We don't use titles, though
- Spanish punctuality has its own rules
- +- 5 min is acceptable
- +- 10 min is acceptable for VIP
- However, counterparts are expected to be punctual (specially if you are a foreigner!)

Spanish business etiquette

ATTITUDE

- Oral communication is highly appreciated, too many written messages could be perceived as distrust
- Being very (too much) polite could be impolite
- Reduce your personal space and try to do eye contact



Spanish business etiquette

CONVERSATION

- Spaniards tend to show a *face-saving* attitude, like “everything is under control”, so you need non verbal clues to discern the veracity of that. Even with the language
 - bring some info in spanish, especially with >40
- It's difficult –not imposible- to make a spaniard change his mind. We don't like changes
 - Prepare your answers for the gains/pains
- Interruptions are not (very) rude, we are passionate about anything, so think that we are really interested on the topic!
 - Bring a lot of information to solve any doubt, and we'll love your product/company



Spanish business etiquette



SOCIAL

The 3 F rule: Friends, family, food

Social bonds guarantee agreements more than written statements

- In Spain, the way business is conducted is more relaxed
- Never start a conversation about very important topics related to negotiation
 - Weather, soccer or plans for the weekend are a nicer start to build a certain level of trust
- If you feel that your privacy is invaded, we are sorry, but it's a good sign
 - We are trying to establish social bonds, so tell us about your family and friends!

Spanish business etiquette

SOCIAL

The 3 F rule: Friends, family, food

- You´ll be expected to have lunch with your counterparts
- Eating out is part of our culture
- You´ll seem a bit rude if you talk about business while having lunch.
 - Wait for the after-lunch (“sobremesa”), we take it very seriously!
 - If you don´t have time and really need to talk before, let them know first
 - You are expected to invite if you call for lunch. Or to invite back the next time if they call you
 - If you go to a small city, you can be rejected. They are not rude, it´s just that they go back home for lunch, you´ll see them later!



Spanish business etiquette

WHEN IN ROME,
DO AS THE
ROMANS DO



Spanish business etiquette

THANK YOU VERY MUCH!!

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