

## Objectives

- Develop a keener understanding of the French mentality and business culture
- Understand how your way of communicating and behaving may be interpreted in France
- Acquire practical strategies for working more effectively with the French
- Identify concrete steps to enhance your ability to influence and negotiate across cultures

## Who should attend?

- Managers of companies looking to expand their business activities into the French market
- Individuals and teams who regularly work with French colleagues and business partners
- Sales representatives and purchasing agents
- Marketing professionals

## Duration

This is a 1-day programme.

## Programme

### 1/ Etiquette and social norms

- Making appointments
- Greetings, titles and levels of formality
- Dress code
- Suitable topics of conversation

### 2/ Cultural awareness

- Introduction to French culture: key characteristics and values
- How the French see themselves and view your culture
- Stereotypes versus reality

### 3/ Key cultural dimensions

#### ***Comparison of communications styles and business practices in France and the participants' countries***

- Low vs. high context communication
- Time management
- Tasks vs. relationships
- Low vs. high power distance
- Uncertainty avoidance and risk-taking
- Ways of thinking

### 4/ Communicating effectively with the French

- Self-diagnostic: How do you communicate?
- Non-verbal communication
- Active Listening
- When to phone and what to send in writing
- Overcoming the language barrier

### 5/ Getting down to business

- Building trust and relationships
- What to expect at meetings
- Planning and strategy in French organisations
- Decision-making and problem solving
- Negotiating : practical advice on how to approach negotiations
- Presenting your company, products and services
- Customer Service: what do French customers expect and want?

### 6/ Top tips and wrap-up

- Getting ready for your next meeting or negotiation in France
- Q&A