



# An Introduction to Doing Business in the US





# Meet and Greet

- Firm handshake and a friendly smile
- No differences regarding gender, age, or seniority
- Personal space “two or three feet”
- Casual touching and hugs are out of place in the office
- Maintain eye contact
- Use of first names is common showing a lack of formality, but ask or follow the examples of co-workers



# General Tips

- If not introduced to others, it is an oversight, introduce yourself with name and position
- When introducing others, the less important person is usually introduced first to a higher ranking one
  - Add some details, such as their job position or title, role, and a few personal details such as where they are from
- Small Talk
  - Be personable, social, and positive
  - Put on your 'happy face'
  - An answer to "How are you?" is generally "fine, how are you?"



# More General Tips

- Small talk topics can include
  - Hobbies, leisure activities, tips about local arts and entertainment
  - Sports or movies
- Avoid controversial issues
  - political, religious, or ethnic comments
  - Gun control, abortion



# Communication Style

- Friendly and to the point
- You don't have to read between the lines normally, yes, no and maybe mean just that
- Express yourself politely and clearly
- You are expected to ask directly if there is something you don't understand or know
- Be generous with your compliments, word criticism carefully
- Get to the point in meetings without being rude or negative
- Avoid big emotional displays in public



# Dress for success

- Sell yourself to your employer or others
- Dress codes vary widely from suit and tie or pantsuit or dress with pantyhose, to t-shirts and pants or shorts – Observe the norm
- Be slightly overdressed for a job interview
- Dress conservatively the first time
- Dress appropriately for the position if it involves dealing with the public
- Some settings have a 'casual' Friday, check with others



# Meetings and Negotiations

- Wait to be introduced
- Shake hands and smile in a friendly way
- Always appear to be interested when in a meeting
- Group consensus is highly valued for decision making
- Wait your turn to talk so you don't interrupt others
- Participate in a discussion offering your ideas and/or suggestions when appropriate



# Credits

- Our thanks to  
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