

Negotiation with Chinese Businessmen

Chinese businessmen seldom say “No”

If you want to start business relationship with Chinese companies, you shall get familiar with the Chinese culture. During the negotiation, the Chinese party is not willing to say “No” because they regard it as a cause for harming the relationship. Due to this kind of uncertain and indirect negotiating style, business negotiation with Chinese companies usually last for a long time and sometimes with little result.

Negotiation starts from exchange of conventional greetings

Negotiation with Chinese businessmen usually starts from greetings which have nothing to do with the theme. Chinese party holds that exchange of conventional greetings can help build the atmosphere of ease, and “wasting” certain time plays an important role in a successful negotiation. So you need to understand their talk about irrelevant topics. If you adopt certain kind of posture for relationship establishment, your counterpart will respond in the same way. As long as the tacit agreement is promoted to certain degree, the possibility of a successful negotiation becomes much larger.

Familiar with Chinese culture

It important for you to understand the culture of the counterpart in international business negotiation. Cultural difference may influence all aspects of negotiation from the art of speaking to the making of decision. Absence of cultural consciousness will make the negotiation more complicated and even hinder the negotiation.

From general to detail

You may prefer decomposing the whole negotiation into single problems such as price, package, delivery, etc. and then settle them one by one. On the other hand, Chinese businessmen would like to talk about the issue from a quite general aspect. They prefer “principle before detail”.

Relationship is important in China

In China, “acquaintance” and “relationship” have much more meaning than their literal meaning. As long as the relationship is established, the two parties become acquaints or friend, offering more discount and generosity. As the trust and intolerance are enhanced by the relationship, Chinese party will have much oral agreement with you. Therefore, legal approaches as well as lawyers may make your Chinese partner uneasy and uncomfortable. Try to find a friend or an acquaint who knows both you and your partner. You will find that it reduces your cost.

Language is essential to a successful negotiation

Language is the main resource for negotiation force. Most of the business negotiations are in English. In all the negotiations---big or small, important or unimportant---language, both oral and written, is a deciding factor in the success of business negotiation. Sometimes people slips while they are speaking the native language, let alone foreign language.

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Therefore, cross-cultural negotiation always faces the language barrier. Business negotiation usually involves interpreters to ensure the smooth communication between the two parties. A good interpreter not only have good command of the both languages, but also have related professional background. International business staff, especially translators and interpreters shall have excellent English skill and understand the culture of English-speaking countries.

China Business Engine provides personal assistants with good command of English as well as culture of English-speaking countries with professional background to assist you in business negotiation for outstanding achievement in China.

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