



Working with Americans

Allyson Stewart-Allen, Lanie Denslow

Top 10 Tips

The Clock is King

Be on time for meetings. Respect the Americans need to maintain a schedule. Deadlines are serious. Meet delivery, completion times or risk losing business.

You Look Wonderful Darling

Packaging is important for people, products and presentations. Neatness and attention to details are important. Are your shoes polished? The definition of 'looking wonderful' and appropriate business attire is often unclear. Avoid wearing casual clothes to a company with formal dress. Do as the Americans - ask before you go – what's the dress code today?

Hi There, Glad to Meet You, What's the Bottom Line?

Be prepared to quickly provide specific information about your products including pricing. Arrange your material, your story, and facts in simple formats. Can you distil your presentation into a one page Executive Summary?

Business Before Pleasure

Be willing to do business first, build the relationship second. Americans develop relationships through doing business. If they don't take time to get to know you, remember no insult is intended – they just are keeping to a schedule.

Hip, Hip, Hooray for Our Team! (We Are Family, Equal and Ethical)

Treat everyone as if they will be the person to sign your contract. Everyone, no matter of rank or age should be treated as equals. Don't be insulted if addressed by your given name after the first, brief introduction...it's the American style.

Make It My Way

Americans want choices, to have their opinions recognized. Be sure to involve people in a decision. Provide choices in your product so consumers believe you recognize their needs.

Let's Do Lunch

Don't be insulted when your American colleague suggests getting together but doesn't follow up with a specific invitation. They are sincere in the wish to get together but too rushed to follow up. You can propose a time or just simply appreciate the interest.

Guides Are Good

Americans use outside advisers as a regular part of their business lives. If lawyers or consultants are included in meetings do not be offended or anxious. They routinely act as advisors to be sure that issues are addressed to avoid future problems.

Plan, Plan, Plan

Don't be surprised when you're asked to describe your market entry plan, your training plan, or your plan to increase revenue or where you plan to go on vacation. The assumption is always that you will have a plan because without one you might not reach your goals.

Do it Now!

Even with the emphasis on planning described above, Americans still may make decisions seemingly on impulse. In their rush to 'get things done' they try to decide quickly and worry about the consequences later.

*International Marketing Partners Ltd.
148-150 Buckingham Palace Road
London SW1W 9TR*