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How do Chinese Say NO?

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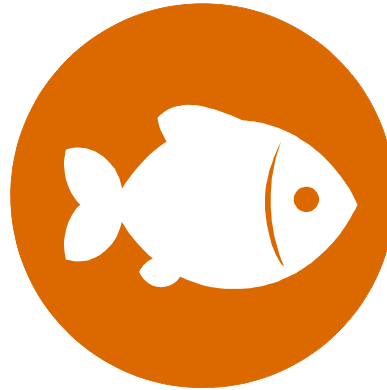
How do Chinese say No? *-- Options explored*

1. The two step approach
 - A) Being complimentary
 - B) ... ?
2. The delay tactics
3. Yes, but
4. It's not you, it's me!
5. The If-only approach
6. Let me tell you a story
7. The Sandwich approach



Why can't Chinese say NO?

-- The story of the Gfilta fish



How to turn a NO into a YES?

1) Keep an open mind!

-Avoid the “One Chinese Policy”

2) Do your homework!



10 Questions for the First Meeting

1. Who is your dedicated point of contact?
2. Will there be a translator?
3. Do you know anything about your industry in China?
4. Who is your cultural intermediary?
5. What do you know about your Chinese counterpart?
6. What's your China story? Personal and business
7. What are the expectations from the Chinese?
8. Will they remember you? (gift, PR, etc.)
9. What can you show?
10. How will you follow up?
 - › Direct VS indirect follow-up
 - › Tools of follow-up: email, phone, Wechat?
 - › Make sure they will get your message

After the First meeting...

1. Who is your dedicated point of contact now?
2. Can this person fully transfer your communication to the decision makers?
3. Who can help you if the communication breaks down?
4. Are you building a relationship? (holiday greetings...)
5. Anyone coming to visit? Are you planning for a second trip?
6. How serious is your Chinese counterpart?
7. ARE YOU READY FOR CHINA?

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What's for the next roundtable?

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