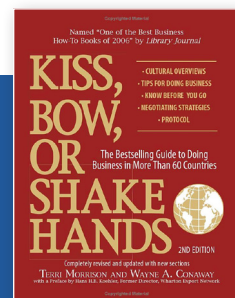


Social etiquette varies from culture to culture, so it is always a good idea to familiarise yourself with the business practices and protocol of your international business contacts before you meet them. Points to look out for may include:

- handshakes and strength of handshakes
- eye contact and personal space
- use of first names and titles
- business card practices
- negotiation practices
- punctuality
- and many more

Book recommendation: If you liaise with business contacts from many different cultures, you might find the following book helpful, as it gives cultural overviews and tips for doing business sorted by country.

Morrison, Terri & Conaway, Wayne A. 2006. Kiss, Bow or Shake Hands. The Bestselling Guide to Doing Business in More Than 60 Countries. Adams Media: New York. ISBN: 978-1593373689



Some social situations usually require standard openers and responses. For this reason, we add the standard response to the phases below, whenever applicable.

## Meeting people for the first time

- Hello, my name is Amanda Smith. Nice to meet you. / Pleased to meet you. / It is a pleasure to meet you. / Good to meet you.
- Hello, I am Martin James. Nice to meet you, too. / Pleased to meet you, too.

“How do you do?” is a very formal phrase that is used when you meet somebody for the first time. The standard answer is “How do you do?”.

## Meeting people for the first time after having had contact by phone or e-mail

- You must be Martin James. I am Amanda Smith. It is nice to finally be able to put a face to a name.
- Yes, that is right. Hello, Amanda. Nice to finally meet you in person.

## Introducing yourself and others

- I am Amanda Smith and I am the Marketing Manager of ABC. (*name + function*)
  - Please meet Martin James, our Sales Director.
  - Let me introduce you to Martin James, our Sales Director.

## Meeting people again

- Nice/Good to see you again.
- Long time, no see.
- It is great to see you again. How have you been?



## Small talk

- Welcome to our company. Did you find us okay? / Did you have any trouble finding us?  
→ Not at all. The directions were very clear.
- How was your trip/flight?
- Is this your first time in Vienna?
- What line of work are you in? (*if you meet new people at a conference, a trade fair, etc.*)
- Where are you staying?
- How was the weather back home before you left?

As the weather is the most typical small talk topic, here are some words that you might need:

Temperatures can be	freezing, cold, chilly, mild, hot, stifling, scorching, boiling
The weather can be	good, great, lovely, miserable, changeable
The sky can be	cloudy, grey, overcast, clear, sunny
Words related to wet weather	heavy rain, downpour, torrential rain, hail, hailstorm, thunderstorm
Words related to wind	gentle breeze, gale, hurricane, strong wind

## Entertaining out

- I was wondering if you might like to go to a traditional Austrian restaurant tonight.  
→ That sounds great. / I would love to.  
→ I would love to but I am afraid I need to get up early tomorrow to catch my flight.
- How about meeting for a cup of coffee after the afternoon session?  
• You have to try Tafelspitz. That is prime boiled beef and it is an Austrian speciality.  
→ Okay, I'll have Tafelspitz then.
- Can we have the bill, please (*to the waiter*). – I'll get that (*to the business partner*).  
→ Thank you, that is very kind. / Thanks for the meal. It was really delicious.

## Keeping in touch

- It was great meeting you. Let's keep in touch.
- I look forward to hearing from you.
- Here is my business card. Let's keep in touch.
- Let's connect on LinkedIn.