

# Face To Face: Doing Business With the Mainland Chinese



Image Source: Wikimedia Commons

*“In China,  
everything is  
possible, but  
nothing is easy.”  
—Favorite saying,  
M. Johannsen*

## How To Reduce Misunderstanding and Generate Business

### Develop Proper Quan Xi

To do business with Chinese business people, it's vital to develop a sound relationship. One also needs to learn how to build, sustain and repair these relationships.

### Establish Positive First Impressions

Learn how to create a good first impression that creates a good feeling between the parties.

### Knowing The Chinese Way

One expert source lists over three hundred values one should know; but one especially needs to know the business values held by Chinese society that have little Western equivalence. These include such terms as: kayqi, mianzi, etc.

### Improve Communication

A number of subtle differences occur when Americans and Chinese communicate ideas—often creating a great deal of frustration.

Typical problems include: different logic flows; unstated context; inappropriate jargon, slang and idioms; being too direct or indirect; misunderstood metaphors; etc.

### East and West Business Values

There are a number of different business cultural values that can prevent each side from doing business with the other. It's important to know and understand them.

## Delivery Options

**Customized Coaching.** This option allows for real world tailoring to address particular issues you want addressed. It includes follow-up and application based assignments.

**Blended Class.** This approach includes customization, live instructor and on-line content available through the learning management system.