

Russia

Sales & Negotiation - levers & tips to build trust (MWS country profile-short)

Values

- 1 – reliability & flexibility
- 2 – honor, pride, face
- 3 – courage, fearlessness
- 4 – intimacy
- 5 – relativity & adaptability

MWS rating

Russia

1 - Power distance <small>(1=Low vs. 7=High)</small>	7
2 - Group orientation ⁽¹⁾ vs. Individualism ⁽⁷⁾	3*
3 - Deduction ⁽¹⁾ vs. Induction ⁽⁷⁾	4
4 - Universalism ⁽¹⁾ vs. Particularism ⁽⁷⁾	6
5 - Monochronism ⁽¹⁾ vs. Polychronism ⁽⁷⁾	6
6 - Low ⁽¹⁾ vs. High ⁽⁷⁾ context communication	5*

* Significant generation gap

Verbal and Non-Verbal Communication

Do

Don't

Try to know (intimately and from the Russian point of view) who you are dealing with

Enter the relationship in a asymmetrical state of mind (don't behave as superior)

Enter progressively into the network of trusted partners and friends

Be over-selling, idealist...Don't forget it is often received/viewed through lenses of cynicism, pessimism

Mix reason and emotions when building and maintaining the relationship with your Russian business partners

Feel aggressed or offended when they are direct in criticism. Don't react negatively to pushy attitudes. A "niet" does not always mean "no".

Learn how to deal with a certain lack of self-confidence, low self-esteem which may express themselves in quite many different aspects

When building relationship (even after hours, even when drinking together), don't go into one of the many difficult subjects: corruption, oligarchs, poverty, homophobia, alcoholism, Jewish history...