

DOING BUSINESS ABROAD Turkey (1)

A nation rich in resources, an established democracy undergoing liberal reforms and the possibility of joining the EU, make Turkey one to watch for the near future. An already expanding export market based in the manufacturing industries means doing business in Turkey is rapidly being recognised as a potentially lucrative venture.

Turks prefer to do business with those they know and respect, therefore spend time establishing a personal relationship. Relationships are fostered in the office, over extended lunches, dinners, and social outings. Courtesy is crucial .

Turks do not require as much personal space as many other cultures and will stand close to you while conversing. Do not back away, as this can be construed as unfriendly. It is vital that you maintain eye contact while speaking, because since Turks take this as a sign of sincerity.

Discussions may start slowly, with many questions that may seem irrelevant to the purpose of your visit. It is extremely rude to insist that your colleagues get to the point.

Appointments are necessary and should be made well in advance, preferably by telephone. Punctuality is expected, although you should be prepared to be kept waiting. First appointments are more social- than business-oriented because Turks prefer to do business with people they know. Business is on a personal basis.

Building a relationship with your Turkish counterpart(s) is therefore critical. The first meeting at least should be solely focused on getting to know each other. Once a relationship has been established you can safely move on to business matters., Turks are astute business people. Ensure your proposal clearly demonstrates mutual benefit and profitability.

Presentations should be well thought-out, thorough, and backed up with visual aids such as maps, charts and graphs

By tailoring your behaviour and approach to doing business in Turkey , you maximise the potential of your visit.

Temple & Co Commercial, www.templeols.com Solicitors in Daventry, work to assist UK businesses enter the Turkish market.

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DOING BUSINESS ABROAD Turkey (2)

Always go to Turkey knowing two things in advance. Your success will be defined by your ability to build effective personal relationships, combined with a clearly outlined

and well presented business proposal.

Turks want to do business with those they like, trust, feel comfortable with and with those that can provide a long term relationship.

Turks are primarily oral and visual communicators. In addition to written statistics, projections and the like, try to present information vocally or with maps, graphs and charts.

Decision making can be slow. It is most likely that you will meet and negotiate with less senior members of a family first. Once you are seen as trustworthy and your proposal financially viable, you will then move on to meet more senior members. A decision is ultimately made by the head of the family/company.

When negotiating, the Turks often start at extremes in order to gauge your response.

Prior to negotiations, know your target figure and work slowly towards it through meaningful concessions. When conceding, ensure you present this as a favour and a decision made out of respect and liking for your counterparts. Try and concede only once you have gained agreement on a reciprocal concession on a separate or related issue.

Do not use deadlines or pressure tactics, as the Turks will use this to their advantage and reverse the tactic by threatening to cancel agreements or end negotiations. Be patient.

You don't always need to focus on financial benefits when negotiating. It is just as useful to point to areas such as power, influence, honour, respect and other non-monetary incentives.

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