



Fiji Cultural Briefing

Prepared for: Sales negotiation

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Deal context: \$250,000 pipeline

■ ■ Fiji at a Glance

Region	Oceania	Capital	Suva
Language	English, iTaukei (Fijian), Fiji Hindi	Currency	FJD

Key Stat

Deals in Fiji typically take 30–60% longer than the US average. Plan multiple touchpoints before close.

Power Distance vs. USA



Fiji hierarchy norms are close to US baseline, but local titles still matter in introductions.

Erin Meyer Culture Map - 8 scales vs. USA - SOME ESTIMATED

Scale	Low anchor → High anchor	Fiji	USA	Source
Communicating	Low context → High context	8/10	2/10	ESTIMATED
Evaluating	Direct negative feedback → Indirect negative feedback	8/10	4/10	ESTIMATED
Persuading	Applications-first → Principles-first	5/10	3/10	ESTIMATED
Leading	Egalitarian → Hierarchical	7/10	4/10	ESTIMATED
Deciding	Consensual → Top-down	7/10	8/10	ESTIMATED
Trusting	Task-based → Relationship-based	9/10	2/10	ESTIMATED
Disagreeing	Confrontational → Avoids confrontation	8/10	4/10	ESTIMATED
Scheduling	Linear-time → Flexible-time	8/10	3/10	ESTIMATED

Sourcing: Cluster estimate anchored to Australia (Tier A Meyer data) with Pacific Islander relational adjustments.

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The 3 Moves That Lose Deals

Specific to Fiji · Sales negotiation

× Mistake 1: Pushing for a same-day "yes" with direct close language.

Why it fails: Fiji uses indirect, relational, warm; "bula!" greeting opens every interaction; silence is respectful. A blunt close reads as desperate or disrespectful.

✓ **Do this instead: Frame the ask as a draft for review. Let the counterpart raise the next step.**

× Mistake 2: Talking past the senior person to the subject-matter expert.

Why it fails: Strong respect for chiefs (Turaga), elders, and rank; village-style consensus carries into business. Skipping rank breaks the room.

✓ **Do this instead: Open and close with the most senior person. Ask experts to brief them, not you.**

× Mistake 3: Opening with discount math before the room agrees on the problem.

Why it fails: Slow trust-building; relationships over contracts; group consensus before commitments. Leading with price erases your premium.

✓ **Do this instead: Anchor on the cost of the status quo. Bring price up only after they describe the gap in their own words.**

Communication Style

How they speak

Indirect, relational, warm; "Bula!" greeting opens every interaction; silence is respectful

Hierarchy and titles

Strong respect for chiefs (Turaga), elders, and rank; village-style consensus carries into business

Meeting norms

Start with greetings and small talk; "Fiji time" — punctuality flexible; avoid pushing the clock

Email tone — get it right

✘ Wrong tone	✔ Right tone
Hi — circling back. Need an answer by Friday. Are we good to go?	Dear [Name], thank you for the time you have already invested in this discussion. I wanted to share where we are and ask whether end of next week would work to align on next steps. I appreciate your guidance.

Trust-Building Timeline

How relationships build

Slow trust-building; relationships over contracts; group consensus before commitments

What signals trust

- ✓ Showing up in person at least once before the deal closes.
- ✓ Remembering personal context (family, past meetings, holidays) without being asked.
- ✓ Speaking measured, accurate words. Local audiences detect overpromising.

What destroys trust

- × Switching contacts mid-deal without a warm introduction.
- × Promising executive sponsorship that does not show up.

Gift-giving and etiquette

Sevusevu (kava root) opens formal village engagement; modest workplace gifts welcome

Face-saving and what to avoid

Do not touch heads (sacred). 1987 and 2000 coups, indigenous-Indo-Fijian relations, and the 2006 Bainimarama coup remain sensitive — let locals raise them. Avoid stepping over people seated on mats.

Your Next Steps

1. Practice this sales negotiation before the meeting

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2. Pressure-test your first outreach email

Try Copilot → gokulturely.com/copilot

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