



# Brazil Cultural Briefing

Prepared for: Sales negotiation

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Deal context: \$250,000 pipeline

# ■ ■ Brazil at a Glance

|                 |            |                 |          |
|-----------------|------------|-----------------|----------|
| <b>Region</b>   | Americas   | <b>Capital</b>  | Brasilia |
| <b>Language</b> | Portuguese | <b>Currency</b> | BRL      |

## Key Stat

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

## Power Distance vs. USA



Brazil is markedly more hierarchical than the US. Always address the senior person first.

## Erin Meyer Culture Map - 8 scales vs. USA

| Scale                | Low anchor → High anchor                              | Brazil | USA  | Source         |
|----------------------|---|--------|------|----------------|
| <b>Communicating</b> | Low context → High context                            | 7/10   | 2/10 | Official Meyer |
| <b>Evaluating</b>    | Direct negative feedback → Indirect negative feedback | 6/10   | 4/10 | Official Meyer |
| <b>Persuading</b>    | Applications-first → Principles-first                 | 7/10   | 3/10 | Official Meyer |
| <b>Leading</b>       | Egalitarian → Hierarchical                            | 7/10   | 4/10 | Official Meyer |
| <b>Deciding</b>      | Consensual → Top-down                                 | 7/10   | 8/10 | Official Meyer |
| <b>Trusting</b>      | Task-based → Relationship-based                       | 9/10   | 2/10 | Official Meyer |
| <b>Disagreeing</b>   | Confrontational → Avoids confrontation                | 5/10   | 4/10 | Official Meyer |
| <b>Scheduling</b>    | Linear-time → Flexible-time                           | 8/10   | 3/10 | Official Meyer |

Sourcing: Erin Meyer, *The Culture Map* (2014, updated 2019) — published country position. OFFICIAL Meyer data.

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# The 3 Moves That Lose Deals

Specific to Brazil · Sales negotiation

## × **Mistake 1: Hedging with vague timelines and soft language.**

**Why it fails:** Brazil expects clarity. Vague close moves get read as a lack of conviction or readiness.

✓ **Do this instead: State the ask, the deadline, and the next step in one sentence. Then stop talking.**

## × **Mistake 2: Routing every decision back to one senior champion.**

**Why it fails:** Brazil runs flatter decisions. Single-threading slows the deal and signals you do not trust the team.

✓ **Do this instead: Send a follow-up that all stakeholders can act on without their boss.**

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

**Why it fails:** Relationship-driven, creative, flexible, personal trust essential. 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

Warm, personal, expressive, relationship-first

## Hierarchy and titles

Hierarchical but personal; jeitinho brasileiro (creative flexibility)

## Meeting norms

Flexible timing; personal conversation before business

## Email tone — get it right

### × Wrong tone

Dear esteemed [Name], I trust this finds you well. I would be most grateful if at your earliest convenience you might consider whether you could possibly let me know any thoughts.

### ✓ Right tone

Hi [Name] — quick check: are we aligned on the proposal? Happy to jump on a call this week if useful.

# Trust-Building Timeline

## How relationships build

Relationship-driven, creative, flexible, personal trust essential

## 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

Appreciated; avoid purple or black (mourning colors)

## Face-saving and what to avoid

Avoid the OK hand gesture; do not rush personal rapport building

# Your Next Steps

## 1. Practice this sales negotiation before the meeting

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## 2. Pressure-test your first outreach email

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