



# Nepal Cultural Briefing

Prepared for: Sales negotiation

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Deal context: \$250,000 pipeline

# ■ ■ Nepal at a Glance

<b>Region</b>	Asia-Pacific	<b>Capital</b>	Kathmandu
<b>Language</b>	Nepali (English in business)	<b>Currency</b>	NPR

## Key Stat

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

## Power Distance vs. USA

Nepal: 50

USA: 40

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

Sourcing: Cluster estimate anchored to India (Tier A Meyer data).

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# The 3 Moves That Lose Deals

Specific to Nepal · Sales negotiation

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

**Why it fails:** Nepal uses polite, indirect, relationship-first; "namaste" with palms together opens meetings; saying "no" directly is uncommon. 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 age + title respect rooted in caste and Hindu tradition; senior person speaks first. 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, relational, multi-meeting; senior endorsement essential; written agreements anchor verbal trust. 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

Polite, indirect, relationship-first; "Namaste" with palms together opens meetings; saying "no" directly is uncommon

## Hierarchy and titles

Strong age + title respect rooted in caste and Hindu tradition; senior person speaks first

## Meeting norms

Schedules slip — buffer 30+ minutes; tea (chiya) often precedes business; festivals reshape calendars (Dashain, Tihar)

## 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, relational, multi-meeting; senior endorsement essential; written agreements anchor verbal trust

## What signals trust

- ✓ Following through on small commitments faster than promised.
- ✓ Bringing data and a clear point of view to every meeting.
- ✓ 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

Modest gifts welcome; avoid leather (Hindu sensitivity); fruit, sweets, or branded items work well

## Face-saving and what to avoid

Do not touch heads (sacred), point feet at people, or use the left hand for giving. Avoid commenting on the 2015 earthquake casually, the 1996–2006 Maoist civil war, the 2001 royal massacre, monarchy abolition, or India-China geopolitics. Beef is taboo for many Hindus.

# 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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