



Costa Rica Cultural Briefing

Prepared for: Sales negotiation

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Deal context: \$250,000 pipeline



Costa Rica at a Glance

Region	Americas	Capital	San José
Language	Spanish	Currency	CRC

Key Stat

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

Power Distance vs. USA

Costa Rica: 35

USA: 40

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

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The 3 Moves That Lose Deals

Specific to Costa Rica · Sales negotiation

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

Why it fails: Costa Rica uses polite, friendly, indirect; pura vida culture (relaxed). 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: Routing every decision back to one senior champion.

Why it fails: Costa Rica 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: Patient, friendly; trust and personal connection important. 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, friendly, indirect; pura vida culture (relaxed)

Hierarchy and titles

Moderate; relationship and respect important

Meeting norms

Generally punctual for international firms; relationship-friendly

Email tone — get it right

× Wrong tone

Hi — circling back. Need an answer by Friday. Are we good to go?

✓ Right tone

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

Patient, friendly; trust and personal connection important

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

Welcome; modest quality items; coffee-related thoughtful

Face-saving and what to avoid

Avoid Nicaragua tensions; respect environmental values strongly

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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