

■ ■ Brazil Cultural Briefing

Prepared for: Sales negotiation

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Deal context: \$250,000 pipeline

■ ■ Brazil at a Glance

Region	Americas	Capital	Brasilia
Language	Portuguese	Currency	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
Communicating	Low context → High context	7/10	2/10	Official Meyer
Evaluating	Direct negative feedback → Indirect negative feedback	6/10	4/10	Official Meyer
Persuading	Applications-first → Principles-first	7/10	3/10	Official Meyer
Leading	Egalitarian → Hierarchical	7/10	4/10	Official Meyer
Deciding	Consensual → Top-down	7/10	8/10	Official Meyer
Trusting	Task-based → Relationship-based	9/10	2/10	Official Meyer
Disagreeing	Confrontational → Avoids confrontation	5/10	4/10	Official Meyer
Scheduling	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

Try Demo → gokulturely.com/try?country=br

2. Pressure-test your first outreach email

Try Copilot → gokulturely.com/copilot

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