

■ ■ Paraguay Cultural Briefing

Prepared for: Sales negotiation

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Deal context: \$250,000 pipeline

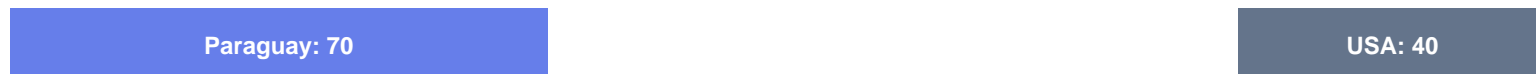
■ ■ Paraguay at a Glance

| | | | |
|-----------------|------------------|-----------------|---------------|
| Region | Americas | Capital | Asunción |
| Language | Spanish, Guaraní | Currency | PYG (Guaraní) |

Key Stat

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

Power Distance vs. USA



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

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The 3 Moves That Lose Deals

Specific to Paraguay · Sales negotiation

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

Why it fails: Paraguay uses warm, indirect, and relationship-first. Paraguayans are often more reserved than Argentinians or Brazilians. Direct disagreement is uncommon in mixed company. 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: Hierarchy matters; address the senior person and let them direct. Decisions for large deals require the family principal or board. 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: Trust-led with modest pace. Private cycles run 8–14 weeks; state-adjacent deals slower and politically sensitive. 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, indirect, and relationship-first. Paraguayans are often more reserved than Argentinians or Brazilians. Direct disagreement is uncommon in mixed company.

Hierarchy and titles

Hierarchy matters; address the senior person and let them direct. Decisions for large deals require the family principal or board.

Meeting norms

Punctuality is moderate — visitors should arrive on time, expect 10–20 minutes flex from locals. Summer hours (07:00–13:00) common Dec–Feb.

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

Trust-led with modest pace. Private cycles run 8–14 weeks; state-adjacent deals slower and politically sensitive.

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 welcomed at second meetings — wine, quality branded items, specialty food. Avoid gifts that cross into bribery territory with state-linked counterparts.

Face-saving and what to avoid

Do not invoke the 1864–70 War of the Triple Alliance casually (it killed 60–70% of Paraguay's male population). Avoid Stroessner-era politics. Do not lump Paraguay in with Argentina or Brazil.

Your Next Steps

1. Practice this sales negotiation before the meeting

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