

# Doing Business With Each Other



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## What Israeli and Indian businesspeople need to know about each other?

I have a suggestion for Israelis wanting to work in India, and conversely for Indians doing business in Israel, or with Israelis. The methodology is simple: as long as you are aware of the other side's flaws and upsides, there is a chance that business will happen. In this article I will list my tips for both business communities.

### For Indian businesspeople

Indian businesspeople who visit Israel for the first time are sometimes a bit intimidated by the directness of Israeli businessmen. This may appear rude or impolite. But the fact is - Israelis are mostly very direct! Once you are aware of it, it is less intimidating. When you get used to it, it may be very pleasant to do business with people that let you know their stance very early in the discussion - no games, no subtext, they mean what they say, and if they don't want to do business with you, there will be no niceties, they will just tell you so.

Israelis will negotiate hard, but they will reach the final price very quickly. Sometimes they will tell you: "this is my last price". Believe them. They don't know that Indians like to negotiate, and since they like doing business more than negotiating, they will prefer this stage to be over as soon as possible. Israelis are also quick in decision-making because the hierarchy in the organization is flat.

Israelis may sometimes say "no", or "not possible". You need not be offended. They will not rush to say no. The Israeli business person will always try to find a way to make things happen. In India it is called 'jugaad'; in Israel we call it improvisation, and Israelis love doing that.

### For Israeli businesspeople

Patience is the name of the game! Working in India is a marathon, and if you don't have the patience nor the budget or the proper running shoes, it is better you do business in other countries. At first, learn about the country. India is a federation and not a homogenous state. Don't do business in the first place you see and with the first person you meet. Among the billion people, you have many options. Do your homework. Build your business plan not on the assumption that you will sell one dollar or even one rupee to each Indian. This plan is doomed to fail.

When you negotiate with Indian businessmen, know where you want to head, but don't say it upfront. Indians love to negotiate. This is their way to know you better, evaluate your proposal, and get more people from the organization bought into this deal. If you will give your best price at the beginning, there is a chance that you may not have business.

I have found quite often that when the Israeli businessperson is anxious to travel back home, he gives up too much in the negotiation. Since negotiations are generally an ongoing process in India, be prepared. You cannot expect something to be concluded within a week. Use good marathon shoes! Enjoy!

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