

# ADVANCED TRAINING



## FRENCH CULTURAL ETIQUETTE

In French business culture, building strong personal relationships, addressing individuals with their professional titles, and observing formalities during meetings underscore the significance of courtesy and respect in professional engagements.

Visit us at  
[www.bspk.com](http://www.bspk.com)  
@bspksf

**BSPK**

# BSPK

## How to use Weekly Meeting Topic Guides

**What are the Weekly Meeting Topic guides?:** One-page topic guides to help managers educate their sales team on sales growth topics and strategies.

**Goal:** BSPK morning meetings are designed for one simple purpose:  
*to modify behaviors in order to achieve a desired result.*

**Weekly Topic:** The meeting topic is intended to be delivered daily for an entire week in order to ensure that all team members have fully absorbed the content before moving on to the next topic.

**Sections:** BSPK morning meetings are divided into 4 easy steps.

- Introduction
- Questions for the team
- Teach the topic
- Set the expectation

**Meeting time:** A morning meeting should be no longer than 15-20 minutes.

**Best practices:**

- Review the content before your morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use the guide as a reference but always make eye contact with your team
- After the meeting, be present on the sales floor and be prepared to provide in-the-moment coaching where needed

# Weekly Meeting Topic

## French Cultural Etiquette

Confidential

### Step 1 Introduction

Good morning, team. Our topic for this week is French cultural etiquette. As we serve customers from diverse backgrounds, it's essential to understand and respect cultural norms. Let's explore French cultural etiquette together.

### Step 2 Questions for the team

- What do you think are some key cultural differences between French and American etiquette?
- Can you identify any specific customs or practices that are unique to French culture?
- How do you think understanding French cultural etiquette can enhance our customer service?

### Step 3 Teach the topic

Understanding French cultural etiquette can help us provide exceptional customer service to our French customers and create a positive shopping experience. Here are some examples

- **Greetings:** In France, it's customary to greet people with "Bonjour" (good morning) or "Bonsoir" (good evening).
- **Language:** While English may be spoken in luxury retail stores, making an effort to speak French can be seen as a sign of respect. If unsure about language preferences, politely inquire about the customer's preferred language of communication.
- **Personal Space:** While offering assistance, respect the personal space of customers. Approach them politely and avoid being overly intrusive or pushy.
- **Politeness:** Politeness and courtesy are highly valued in French culture. Using "s'il vous plaît" (please) and "merci" (thank you) when interacting with customers is appreciated.
- **Handshakes:** Handshakes are common in France, particularly in business contexts. Offer a firm handshake with direct eye contact while greeting customers.
- **Pace of Interaction:** French customers may prefer a more leisurely pace of interaction compared to some other cultures. Take the time to engage in conversation and build rapport.

### Step 4 Set the expectation (this is how you can say it)

By incorporating French cultural etiquette into our interactions, we can provide a more welcoming and inclusive shopping experience for all customers. Thank you for your attention to this important topic, and let's continue to enhance our cultural awareness and customer service skills.

**Notes:**