

BUSINESS ETIQUETTE AND ITS COMMUNICATIVE FEATURES

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Business meeting is the most common form of international business communication and it is a convenient business platform for successful people. It is a place for making profitable deals, discussing cooperation prospects, exchanging of innovative solutions, ideas and experience. The world of business has unwritten rules, business etiquette or business courtesy. Partners and customers, of course, do not specify them in the contracts, but expect a demonstration of tact from those who work with them. Business etiquette is the principles and rules of conduct in the business world in frequent recurring situations. A polite person always enjoys great respect. He has dignity, intelligence, calm, education. In any problem, it is easier to support a person, addressing him with tact and respect.

Why should we follow the etiquette of the business communication?

1. Mastering of etiquette will certainly help to succeed in business. And neglecting it may ruin your career
2. Learning something new is never too late. Any skill is always useful in business
3. Following the rules of business etiquette, you will set an example to other interlocutors. You will be respected, you will be noticed [4].

The following rules should be followed at a business meeting:

1. Greeting

Business etiquette has nuances that are important to know. For instance, first to greet is the person below the rank, an older female accountant should be the first to greet the young male chief. It would seem that everything is simple and logical, but etiquette is a delicate and sometimes difficult matter. If a young boss greets a respectable lady first, showing that he respects her as an experienced professional, would that be a mistake and a violation of the rules? Not in any way!

If you sit down, if possible stand up at the greeting. Doing it, be guided by common sense. If suddenly you can't stand up (for example, because of cramp and inconvenience), greet other people sitting, but apologize: «*Sorry I can't stand up, there is a bit crowded here*». In addition, elderly people or people with disabilities may not stand up. You should say «*Hello!*» or «*Good morning!*». In the business sphere the usual «*Hi!*» is unacceptable. We can add such expressions as «*Very glad to see you!*» and «*Welcome!*» - They set a positive overall tone for the meeting [1].

2. Handshaking

Historically, handshakes are considered a symbol of openness. The outstretched palm indicates that there is no weapon in the hand, and therefore no latent hostility or danger to the interlocutor. In our time, handshake plays an important role in establishing a relationship. Even if a person is unpleasant for you, respond with a handshake on the outstretched hand. Not giving a hand is a serious insult.

3. Submission

If you are surrounded by strangers, do not be shy, boldly introduce yourself, do not wait to be introduced. In cases where you are visiting a work or personal institution before you start a business conversation, you must introduce yourself.

4. How to finish the meeting?

When you leave a stranger, you don't have to personally say goodbye to everyone. And if you leave a crowded reception before the rest of the guests, say goodbye only to the hosts of the meeting. Otherwise, your departure could be a signal for other participants to go home. The farewell should be short, for example, the exchange of handshakes, as in a meeting. Finish the conversation politely, with the help of universal phrases, for example: «*It was nice to see you*», «*Thank you for your time*» [2].

5. Listening Skills

The key to the art of communication is listening. When your interlocutor speaks, you should give the impression of an interested, open and attentive listener. Show that every word is important, confirming it with any gesture: you can periodically nod your head, maintain visual contact, smile in appropriate cases, from time to time pronounce: «*I understand*», «*What can I do for you?*» [1]. Working on your ability to be an active listener, you will gradually become a good interlocutor.

6. Mobile etiquette

It is necessary to call on the mobile phone on business issues during working hours, on weekdays there are considered a time period from 9:00 to 21:00. Mobile phone at work can be used only to solve business issues - do not devote everyone to your personal affairs. It is also undesirable to talk on the phone in public transport, in a restaurant and in other places where strangers will be forced to witness your personal conversations. If you've been called and there are other people in your area, step out of the room and talk.

7. Dress code

Dress code of business clothing - these are standards and requirements for the appearance of employees of the company. According to employers, such a set of rules helps to work more productively, without being distracted by individuality and gender differences, contribute to maintaining a gender-sensitive style. General requirements for the appearance of office workers:

- Concise and strict clothing with quiet shades
- Classic, restrained shoes, accessories and decorations
- Neat hairstyle, discreet makeup

In business communication it is recommended to show such qualities as:

- Modesty. Modesty has always decorated a person. Such a person never focuses on himself. Does not require special treatment. He does not want to show his best qualities, excellence
- Correctness. This is the expression of neutral, restrained politeness
- Nobility. Do noble deeds without seeking any form of profit

- Accuracy. Talk about the essence of what is being discussed. Appreciate the time of others. After all, not for nothing people say that time is money.

Undesirable qualities of business communication etiquette include:

- Vocal habits
- Too much gesture
- Sloppy appearance, wrinkled clothing
- Rudeness. Ill will towards others
- Outsmarting
- Restraint. Inability to hide your irritation, discontent

Remember the «golden» rule of business communication etiquette: «Treat others as you want to be treated».

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