

Abstract. The article is devoted to the problems of effective business communication. Key concepts of business communication are given. The main strategies of business communication are described.

Keywords: business, business communication, strategies, effectiveness, communication skills.

Communication plays a vital role in the relationship between people. It adds meaning to human life, fosters love and understanding, enriches our knowledge of the universe and makes living worthwhile.

Communication may be defined as interchange of information (facts, ideas and viewpoints) between two or more persons to bring about mutual understanding and desired action [3].

The success of any business depends on effective and efficient communication. It takes place in market and marketplaces, within organizations, between various groups of participants in business. Done with care, such communication can ensure business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

Communication is the main aspect of any organization. One of the key problems in any organization is to maintain effective communication process. The management problem results in poor communication. They make serious mistakes because orders are misunderstood. The basic problem in communication is that the meaning which is actually understood may not be what the other intended to send. It must be realized that the speaker and the listener are two separate individuals having their own limitations and number of things may happen to distort the message that pass between them. That's why it is important to work out some strategies to have effective business communication [3].

Oxford dictionary defines strategy as "a plan that is intended to achieve a particular purpose" [5]. So, the main task of strategy of business communication is the choice of a certain model of behavior, which in a given situation will be the most conducive to achieving the goal [1].

Having studied the material on this topic we have distinguished some strategies for effective business communication.

1. Be clear and concise.

Clarity and conciseness are crucial in any business communication. When communicating, it's important to use easy-to-understand words, to avoid complicated expressions or jargon that might confuse or alienate the intended audience. Opt for straightforward terms that everyone can easily understand. Using concrete examples and avoiding abstract concepts is one of the ways to achieve clarity.

Conciseness means getting to the point without being wordy. To reduce the risk of miscommunication keep messages simple and to the point. Brevity is the key to enhance your message by focusing on the key details without unnecessary filler.

2. Practice active listening.

Active listening is an important business communication skill. According to Edwards, it is “the act of mindfully hearing and attempting to comprehend the meaning of words spoken by another in a conversation or speech” [2, p.61]. Active listening skill involves making sounds that indicate attentiveness, giving feedback by the listener in the form of a summary or re-phrasing of what was said. Linda Eve Diamond proposes the following listening rules:

Rule #1: Stop talking! - If someone’s talking, he’s not listening.

Rule #2: Hold your judgments – they may be totally wrong. Listen the whole story

Rule #3: Don't be a “label reader”– each person is unique.

Rule #4: Focus – paying attention and show signs of focus: maintain eye contact; give non-verbal clues; encourage the speaker to go on; don't interrupt or finish the speaker's sentences; ask questions if necessary; summarize to see if they both interpret it the same way.

Rule #5: Visualize what one is being told.

Rule #6: Remember names – repeat the names when they are introduced. Make associations to remember names.

Rule #7: Observe – to be aware of verbal and non-verbal cues [4, p.100].

3. Master non-verbal communication.

Non-verbal communication is the type of communication that does not use words. It is associated with the observation. The receiver of the communication is in a position to see, hear and even feel the communicator.

Non-verbal communication is represented by body language and paragraph language. Body language includes appearance, facial expression, posture, gestures energy and clothing and accessories. Voice speed, pronunciation, accent and stress refer to paragraph language. To be a successful business communicator, you should learn about nonverbal communication and its impact on your interactions. There are three ways to examine nonverbal communication [3].

A) Watch reactions. One needs to do a bit of field research to observe how, when, and why people communicate and the way they do. If one wants to be able to communicate effectively with customers, he will need to anticipate not only their needs, but also how they communicate.

B) Enroll an Observer. Most communication in business involves groups and teams, even if the interpersonal context is a common element. They should enroll a coworker or colleague in the effort to learn more about the audience. They can observe the presentation and note areas one may not have noticed that could benefit from revision. Perhaps the gestures one makes while speaking tend to distract rather than enhance the presentations. One can also record a video of the performance and play it for them, to get a sense of how the nonverbal communication complements or detracts from the delivery of the message.

C) Focus on a Specific Type of Nonverbal Communication. Observation will help to learn more about how people communicate; looking for trends across a specific type of nonverbal communication can be an effective strategy. A person should focus on one behavior he exhibits on the videotape, like pacing, body movements across the stage, hand gestures as he is making a point, or eye contact with the audience.

4. Ask questions.

Asking questions is a key skill in communication, because this is the way to gain information from others. One should remember the following rules:

- Ask no more than 3 questions in a row.
- Follow listening-speaking balance (60% : 40% with talkative opponents), do not dominate.
- Close unsuccessful topics with a final positive remark
- Avoid false enthusiasm [2].

5. Be culturally sensitive.

Cultural sensitivity in communication is a necessity in the globalized world. The knowledge of national cultures and communication styles opens a wide range of possibilities in business. Edwards defines the national culture as “a set of norms, behaviors, beliefs and customs that exist within the population of a sovereign nation” [4, p.6].

In the book “International Negotiations”, Mark Powell suggests a classification for cultures and explains their preferences in business-making. His classification consists of three types of cultures: fact culture, people culture and trust culture [6].

Fact culture is widespread in the USA, the UK, Germany, Switzerland, the Netherlands, the Scandinavians, Central and East Europe (France, Poland). For people of this type of culture work and business come first, then friendly relationships are developed. The main strategies are:

- Think short-term, focus on business
- Get straight down to business
- Fixed agenda, concrete decisions
- Plenty of facts and info pre-prepared

People Culture can be found in such countries as Italy, Spain, Portugal, Greece, Turkey, Russia and Romania. The main feature of this culture is that the relationships between partners and their needs come first, business is based on relationships. The key strategies are:

- Think long-term, focus on people
- Long introductions and “circular” agenda
- Emotional and even heated speaking
- Seldom result in decisions at 1st meeting

Trust Culture is widespread among Asians. They firstly establish trust with partners, and then do business with them. Recommended strategies are:

- Long-term expectations, focus on trust
- Lengthy exchange “proposals VS counter-proposals”
- Emotions hidden, keep the face
- Flexible agenda, flexible agreements [2]

Building effective business communication skills is a critical aspect of business success. Using the mentioned strategies enhances collaboration and productivity and helps to reach necessary agreements in business.

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