



Business Label

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Annotation

This article contains brief etiquette rules for businessmen and other people interested in the field.

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Introduction

Business (visual business- "employment") is any legitimate commercial activity. The person who does it is called a businessman. Etiquette is extremely important in business because it determines the duration of cooperation between companies and the success of the contract. It is impossible to violate the generally accepted rules of cooperation. The main benefits of a successful entrepreneur are the results of experience: the income received is a source of professional satisfaction, a positive image in society, in the eyes of partners, the creation of a fund to strengthen the firm or organization. As they master the development of the market, which is a living space, entrepreneurs need to know one thing: only 10-15% of entrepreneurs who aspire to enter the market infrastructure will succeed. For success, only those who have a strong sense of creative expression, always study people, their needs and interests, strive to gain people's trust, are conscientious and moral, tireless spiritual and professional perfection as an example. and, ultimately, a high level of managerial skill - achieved only by people who are able to open up intellectual activity in people. These are the characteristics of real entrepreneurs. Just as each industry has its own rules of etiquette, so does business. Knowing some of the national and spiritual characteristics of a country helps entrepreneurs to behave in accordance with its laws everywhere, and most importantly, to succeed in the intended organization.

In the 80's, business etiquette was divided into 3 main areas:

- **Philanthropy etiquette** - ensures good results that go well and motivate the business to do good deeds.
- **Integrity etiquette** - ensures trust and equality among the company's partners.
- **The etiquette of personal autonomy is focused on basic ethical rules that take into account the rights of other subjects** - business partners, customers, and competitors.

Business is an environment of serious behavior, based on serious and grounded knowledge, as well as business etiquette. Business etiquette protects partners from bad and embarrassing situations during conversations. This can be seen in the following sentences:



"Fifteen percent of a person's economic activity depends on his or her professional knowledge and 85 percent on his or her ability to communicate with people."

Deyl Kornegi

"The heart of business - etiquette, authority and philosophy"

From the book "Business Philosophy" by Peter Koostenbaum

There are 5 basic principles of behavior in the business world

- ✓ **Positiveness** is seen in communication with partners. You try to make a good impression. Creating a positive image includes everything: holding hands, intonation, choosing clothes, makeup, and more. For example, if you put your hand in your pocket during a conversation, your interlocutor will feel insincere towards you.
- ✓ **Perceptive egoism** is important in making you perceived as an organizer, a businessman. The partner's opinion should be respected, but this does not mean that everything is fully confirmed. The fanatics believed that man had the right to fight for his own interests and opinions, and that in this regard the conscious egoism should not be forgotten.
- ✓ **Predictability (predictability)** means that a specific pattern of behavior has already been developed in a work relationship to get out of an awkward situation. For example: you know in advance that a meeting with an unknown partner is carried out according to the following scheme: greeting, acquaintance, exchange of business cards. But not everyone does this label the same.
- ✓ **The difference in position** means that everyone in the business is at a different level, which in turn means a different approach. Like a boss and an employee. Whether it is a woman or a man, when an employee meets with a boss, the employee greets the first manager as usual. The employee must also pass the boss and his or her men at the elevator door.
- ✓ **Appropriate behavior** refers to the appropriateness of the way you behave and even dress in a particular situation.

Businessman's dress requirements

One of the most common and recognized clothing today is the suit. A suit is a business card of a businessman. Because there is always an assessment of how a person is dressed. The first appearance of the person we met will remain in our memory for a long time. Therefore, it is an unforgivable mistake to ignore appearance.

Now let's look at the basic rules of international business etiquette:

- ❖ Greeting rule;
- ❖ The rule of good manners;
- ❖ Rules of self-introduction;
- ❖ Organization of contacts at work (agreement, meeting, reception, correspondence at work);
- ❖ Subordination at work;
- ❖ Suggestions for shaping a person's appearance;
- ❖ Etiquette norms of paid relations;
- ❖ Gift and joy exchange rules;



Service relationship etiquette

“There’s also the notion of an industrial relationship etiquette - it’s a set of rules and norms, and sometimes a set of customs, that you have to follow as you spend a lot of time with colleagues in the workplace.

The relationship between women and men in the office

The last 10 years have seen great changes in the world of entrepreneurship. We are not just talking about technological advancement, we are talking about the role that women hold at work and in society. Therefore, due to the fact that men and women work in the same team, new rules of etiquette are followed in the relationship.

Who will be the first?

In the elevator. The person who is closest to the exit door of the elevator must be the first to exit. If that person is a man, he should be the first to get out of the elevator and hold the door and wait for the women to get out so that the women do not slam the door.

On the escalator. The man has to put the woman first.

By the door. Men and women should not be together at the door, but men should be the first to walk out the door and, of course, open the door to the woman.

How is the gift presented?

This is also the case when the head of the company wants to give a gift to his subordinates, inviting employees to a festive lunch, or, conversely, congratulating the boss on the holiday.

Holiday receptions

Your partners and co-workers will be invited to the banquets. It should be in a festive mood. If not here's a new product just for you! Talk to other strangers about topics they like.

Some money-related relationships

At all times and in all nations, clarity, honesty, and concern for these issues have been respected. If you have a payment obligation to someone, you must do it on time. If you can't do this for a very good reason, it's a good idea to let the right person know. And it would be better to find out with his permission whether it is possible to extend the term.

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