

## THE IMPORTANCE OF ETIQUETTE FOR BUILDING TRUST IN INTERNATIONAL BUSINESS RELATIONS

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**Abstract:** *The article examines the importance of etiquette for building trust in international business relations*

**Key words:** etiquette; trust; international business relations; collaboration.

Having strong relationships is critical to any business. Successful business owners have good relationships with their employees, customers, suppliers, stakeholders and the local community. The presence of good relations within the framework of international expansion becomes the basis of the company's success in the international market.

Successful businesses establish positive relationships with their customers. If your customers are satisfied, they will recommend your company to others. Successful startups like Gousto [1] have mastered the art of referral marketing, offering credits to their customers who introduce them to new customers. The lesson here is that happy customers are your biggest brand advocates. For a business expanding internationally, your brand will likely be unknown in this new market, so you'll need to make an extra effort to build relationships with your new customer base.

A good relationship isn't just about answering emails quickly or being polite on phone calls. Business relationships take time to develop. The basis of any good relationship is trust. It is difficult to mention the word "trust" without paying attention to one of the world's greatest authorities in the field of trust, Stephen R. Cova, and his well-known book "The Speed of Trust" [2].

The main idea of the book is that trust affects everything. In relation to the business world, trust affects both cost and speed. When trust is low, speed is low, so the price is high. On the contrary, if the trust is high, the speed becomes high and the price is low. For example, you won't need to double-check or waste time sending emails to cover your back, it can all be done with a quick phone call, saving you time and money.

International business requires a strong culture of trust because everything happens over great distances and often beyond your full control. When a company is building relationships with people abroad, cultural differences need to be kept in mind. For example, in Italy, you are more likely to make a deal during a long lunch. You need to understand the cultural customs of the specific country with which the company is establishing a business relationship, because this is a quick way to gain trust and respect.

Table 1 offers to consider the main tips on how to build relationships to achieve success in international business.

### Recommendations for gaining trust in international business

Recommendation	Characteristics
Create a transparent culture	Transparency remains one of the company's values, it is achieved through honesty and openness with each other. When working in different countries, technology can be used to support information sharing through collaboration software. Make sure you have regular communication scheduled and give each other honest feedback. It is advisable to choose business partners who share similar values with yours.
It is necessary to clarify the partner's	It is very important to set expectations for cooperation from the beginning and draw up clear written contracts. New relationships often go wrong because

expectations at the beginning of the formation of business relations	companies are impatient and overestimate themselves. Make sure you don't get carried away; realistically estimate sales volumes, terms and fulfillment of orders. If the company is exporting for the first time, do not forget to take into account the additional time required for delivery.
You need to be responsible and accept responsibility	A common trait of great leaders is that they take responsibility for results. Don't point fingers when things go wrong. If you are responsible for your mistakes, admit them and, if necessary, pay for them. It is necessary to regularly report on the work done; be sure to identify the good points, but also highlight areas that need improvement.
Fulfill obligations	Make commitments carefully and fulfill them at any cost. If you promise to call someone at 10 in the morning, then definitely do it. When it comes to customer service, Domino's Pizza comes to mind with its 30-minute guarantee. If the delivery of the pizza takes more than 30 minutes, it is free for the customer. Follow through on your promises, as this is the foundation for building long-term relationships.

Source: made by the author

Building a culture of trust takes time and effort, especially if there are language barriers. That is why building trust in the knowledge of business etiquette of different countries is a key to success for a company that wants to expand its activities on international markets.

Studying the peculiarities of the behavior of different peoples, you can avoid mistakes in etiquette and form close relationships at the international level. Knowledge of the culture of your business partner is a prerequisite for the successful development of future business relations.

#### REFERENCES

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