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BUSINESS ENGLISH LANGUAGE SKILLS FOR EFFECTIVE NEGOTIATIONS

English is the language of business around the world. If you master it, you can access international markets without any problem. This opens up new business opportunities and professional growth.

Generally speaking, English proficiency is crucial for professional growth. Even if you have your own business and want to expand internationally, it is important that you consider this language in your training plans.

The language we use is a tool for communication and a vehicle for business concepts. We are aware of the fact that our words have power. Sometimes the wrong word can hinder progress in negotiations, and sometimes a lack of effective communication can threaten an otherwise healthy professional relationship.

We also know that language generally uses many metaphors and symbols to communicate ideas or facts, which makes it difficult to separate true meaning from false interpretation. In any case, it is our words that initially determine the perception of a person about us or a product. We have to be careful with our words and use the most appropriate language in order to make the desired impression on a client or partner.

Effective and professional language skills are essential in both personal and professional settings. Speaking, writing, reading and listening are all vital functions of language skills, and developing these skills in your required business language is vital if you're going to keep up with the ever-growing international market.

A critical part of business English is having negotiation skills. English, as a universal official language and numerous enterprises' negotiation language, plays a vital role in international negotiations. And the use of English language skills often determines the negotiations' success.

Negotiations in international business today most often employ business English as a common tool. How well you use that tool will determine

your effectiveness, and thus your success at getting your message through in international business.

Effective business negotiation skills utilize appropriate business vocabulary that delivers simple, clear, polite and considerate expressions of what is needed to reach an agreement that everyone can be happy with. Effective negotiations in international business can often depend on your business English language skills.

Mastering English in negotiations demonstrates a high level of professionalism. In addition, it gives a positive image of the company and generates trust in business partners.

Mastery of English in negotiations favors the ability to express ideas with clarity, persuasion and solid argumentation. This, in turn, helps build strong relationships with negotiators. On the other hand, fluency in English allows for greater understanding of the needs and expectations of the parties involved.

By negotiating in English, language barriers are eliminated and clear and effective communication is facilitated. This promotes smooth interaction and improves the chances of reaching beneficial agreements.

Mastering the art of business negotiation can be a challenging task for anyone. Using English for business negotiations requires that you not only understand the basic principles of how to approach such interactions but it's also expected that you know specific business English vocabulary and expressions that will be most useful for reaching an agreement.

There's an art to language when it comes to business negotiations. The words you use must strike a balance between showing respect to the other party yet also being assertive in your expectations and needs. If you aren't courteous enough, you might lose their trust and confidence. If you aren't firm enough, you might be taken advantage of and lose out on a good deal.

Preparation is the key to success in most ventures, and negotiating is no different. Taking preparatory measures can enable you to find success when brokering a deal in sales, calls or job interviews.

Before you negotiate, study the organizational culture of the company you are negotiating with. This will help you understand the corporate environment and inform your ability to respond to their questions.

Before beginning the negotiation process, understand first what you want to get out of the discussion. If you are negotiating a price, decide what the lowest price is that you are willing to accept. From there, decide the price that you want to "pitch".

You must document your objectives very clearly before entering the negotiation so that your position is clear in your head. You should always research whomever you will negotiate a business deals with. This research should concentrate on the company’s market position, product or service, financial position, and corporate culture.

Make a special effort to identify areas where you can offer value by adding your proposals or suggestions of where you can add value to the company. This will help you reach a “compromise” or an agreement.

When closing a deal after rounds of discussion, some agreeable terms will likely have been set. You want to be sure you’ve covered the points on your agenda before reaching your summary and conclusion.

Summarizing your goals and reaffirming what your counterpart wants will help you come to an agreement.

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КРАСАМОЎСТВА Ў БІЗНЕСЕ

Красамоўства (аратарскае мастацтва) – гэта ўменне авалодаць увагай публікі з мэтай вызначанага ўздзеяння на яе ў момант публічнага маўлення. Дабіцца поспехаў у гэтай сферы дазваляе: пісьменная, нязмушаная і свабодная падача інфармацыі, валоданне метадыкай прыцягнення і ўтрымання ўвагі аўдыторыі. Навукоўцы вылучаюць два тыпы красамоўства: натуральнае красамоўства і аратарскае мастацтва. Першае праяўляецца ў чалавека пры звычайных жыццевых сітуацыях, не патрабуе спецыяльнай падрыхтоўкі і пэўных навыкаў. Аратарскае мастацтва набываецца паступова. Дабіцца майстэрства ў гэтай справе дазваляюць частыя публічныя выступленні, спецыяльныя метадыкі і тэхналогіі па ўдасканаленні маўлення.

Мноства прафесій мае прамую сувязь з галасавой ці гутарковай функцыяй.

Па гэтай прычыне валодаць голасам і гукавым бокам роднай мовы дастаткова важна, асабліва для людзей, якія працуюць у