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NON-VERBAL COMMUNICATION IN BUSINESS AND CULTURE

Silvana Jovcheska PhD¹
Natka Jankova PhD Candidate²
FON University, Skopje, R. Macedonia

Abstract

The professional communication nowadays is the basis for successful connection on professional and personal level. But the ability to understand and use non-verbal communication and body language is a powerful tool which helps in connecting with others in expressing what they really think. Experts in communication agree that when two people talk face to face, only a small part of the entire message which is shared contains the words they use. Most of the message is contained in the tone of voice, the accent, speed, volume and accidence. The use of non-verbal communication (silence) in writing, speaking and daily business communication is a routine in every culture, in each of the areas mentioned. A modern trend in modern companies worldwide is the usage and interpretation of non-verbal communication of their customers through marketing strategies with aim to improve their distribution and marketing in the world market but also the personal contact with their consumers. Understanding non-verbal communication and interpretation of silence in certain cultures and meeting them in person enhances their feeling of things, both in culture, business and literature.

Key words: non-verbal communication, body language, silence, marketing, management, interpretation

Introduction

Through gestures and movements that we consider common and we do not usually pay attention on, the body sends messages in their own language that seem much more sincere than the words that accompany them. If there is a dissonance between verbal and nonverbal language, people will only believe in what they see. That is why we should be aware that people are ready to believe in the other meaning which is not based on what tells their non-verbal language.

Like any other language, body language also has its own rules and it is important to understand before you interpret any meaning that the gestures of the body should always be read together and in their context, avoiding the forced interpretation of the situation. As same as the words that make up a sentence, the gestures of the body can be read one after another, until the idea takes its shape and acquires the meaning.

One gesture itself, means nothing whereas a series of gestures can express what words do not know how to describe and clarify our best to any situation. Today, psychologists and anthropologists have identified and cataloged many non-verbal signs and showed them through countless books and courses. However, to learn how to read and interpret these messages correctly is not as easy. Thanks to books and manuals, anyone can find the appropriate way to distinguish the most important behaviors. The problem is mainly that these signs are observed as isolated because, basically, it is like listening a few words without giving importance in order to bear in mind the entire sentence in which they occur and the person who is speaking.

The Professionals in sales encounter customers who are more informed or are customers experts with numerous options to buy, with increasing sensitivity to price and with little time. In this context, getting the trust and credibility from the outset is the key to increased sales and

¹ sjovceska@yahoo.com

² natka.jankova@gmail.com

gaining customer loyalty. We buy from the people who evoke confidence in us and the first impression is important in the impression of the people we get in front of us which is being accomplished in the first few minutes. Many studies have noted our ability to intuitively judgment or Thin-slicing – a term used in psychology to describe the ability of schemes for finding the events based on "pieces" or narrow windows of experience.

The experienced sales clerk estimates the buyer and his/her body language fast. After the behavior is ascertained, he/her can adapt their own behavior. If the client is relaxed and looks like he/she has a sense of humor, the seller should use their own non-verbal language to communicate in open and friendly way. Some sellers have a tendency to copy the behavior of the clients with crossed hands or skewed head because this makes the people feel calm. The aesthetic factor is also very important in building a first impression. No matter that sometimes it looks superficial, it is inevitable that the first judgment is usually based on the physical appearance. That's why we have to learn how to use our "body" as a "tool" that we have to care and maintain often. Of course, all the guides are correct when speaking about "selling" when negotiating or doing a job-interview. However, there are series of activities that should be done in order to avoid bad situations. To know the people and their mind is the best weapon to find any kind of diagnosis based on verbal and non-verbal communication. In order to get to know the people, the first thing we have to do is to listen to them, every day all the time in our surrounding i.e. to listen what you see.

Main Hypothesis

If in the daily operations of the organizations, permanent care for the analysis of nonverbal communication is implemented, i.e. the appropriate practice in the modern organizations, the business strategy shows positive results therefore the performance of the international market is efficient and effective.

Aims

Scientific aim – to see the reasons for analyzing the professional use of non-verbal communication in business and to generate knowledge about the removal of obstacles in achieving the aim.

Theoretical aim – to determine the procedure for studying and implementation of the professional nonverbal communication in business and to make comparison of its application in the modern world (EU) and the Western Balkans.

Practical aim – to offer a partial tool for improving the interpretation of non-verbal communication in business globally.

The survey was conducted on 100 respondents, top managers of successful multinational corporations on a global level.

Marketing: Silence Marketing

Marketing plays a vital role in any organization and, in fact, any successful company is ran by managers with solid criteria in management and marketing. Traditional marketing strategies are based on the premise "the gift of chatter" forcing, termination, shouting and broadcasting. The task of each work is creating values for customers, by realizing profits. In these strategies, there is a lack of trust. Such strategies are obsolete. Quiet Marketing (hearing) is the wave of the future.

In the world of business, sales and marketing are justifiably considered, by most consumers, as poor. As a result of that, when marketing ads come to the people, on their e-mails, websites or television advertising, and began to communicate with them, they are already tired and skeptical. It is no wonder what the look does not fool them. They already had experience with the

enforcement, fraud, abuse, lies, manipulation and so on. And they are tired. What is (and why) we need quiet Marketing?

Silence is gold. To remain silent is better when you're trying to know and understand your current and future customers. Quiet marketing is the perfect answer. Focus on the interest of the customer. And it is not as simple and silly as its first glance might seem, though it is counterintuitive. It perfectly monitors our fundamental law of capitalist market economy. We get what we want only if you help others get what they want. The first task is to ask good questions and listen quietly the target market in order to find out what they want. And then to offer it to their terms.

Listening is very important. When we listen, we understand. When we understand, we empathize. When empathize, we discover the true meaning of service. Quiet marketing requires empathy. It is not about corruption or the gift of the chatter. It is about active listening, understanding the market needs and providing what is needed. Therefore practitioners of quiet marketing, as it is the case with Inditex, who are good interviewers and listeners. You can not be good at marketing, unless you're a good listener. Nor you can be a good listener until you learn to be silent. Learn to listen – really to listen. When you listen, you keep quiet. People want it. It shows that you care and respect them. The silence has the loudest sound (Marvin Rogers, 2010). Screaming is the loudest when it is silent. You must be silent in order to reach the souls. Sometimes saying nothing says the most and means learning at the same time. You do not learn new things while you are talking. That makes the world's great companies.

One form of insanity is to do the same work continuously and to expect a different result. An example can be directed to the practice of the German and their cars who stick stickers that say – press the horn if you hate noise. It is marketing, because it sums up the madness that is happening today in marketing and advertising. The strategy of marketing managers in this case is to reduce noise through the crowds i.e. to take it quietly. But instead to find a solution for removing noise, most of them are looking for ways to surpass their competitors. They want to shout the loudest. It's madness. You can always find someone who will shout louder. Smart strategy means to do something completely different. Why not doing something contrary to what irritates people, for example to listen? People who love ads are typically those that do them. Quiet marketing brings rationality in business. If it is sufficiently quiet to hear the whispering of the target market. It is difficult to find ideal customers amid the current market noise. Consumers prefer silence. In the words of the Roman poet: "One that does not know how to remain silent would not know how to speak." Well, the language of ads will be correct after they will carefully hear what others have to say. If you listen well, you know where they come from and what people really want.

Quiet marketing focuses and places the interests and prosperity of its clients in the spotlight. Talking about satisfying your needs – selfishness; listening is to meet their needs – focusing on the market. People hate to be sold, but love to buy. If the heart buys the head will follow. But the heart can only be switched through empathy and emotional connection. Quiet marketing is the quickest way to the development of empathy and strong emotional connection with your market.

Sales strategies are quite common and we all know the standard training that enforce employees to sell something. Usually the sale ends in two days and the price will be higher. Or that is the price, but it may be reduced if you buy now, if you buy for this price you get a free voucher or you get your money back, and many others. These are the common strategies. But there are many which are more subtle and quiet running in the background. We do not notice them often, but if you look closer you'll understand these marketing strategies.

Many researchers and marketing experts conclude that these strategies work equally well as direct marketing strategies. They focus on human senses and are surprisingly effective.

Quiet marketing strategies are as follows:

Conclusion

- Verbal and nonverbal communication are inseparable units. So, if we want to understand the one we need to observe the other as well.
- Observing the nonverbal communication, i.e. the silence in the unsaid, it gives us a clue to unveil the meaning of the unsaid.
- Professional non-verbal communication should be the basis of every modern marketing strategy.
- Such strategies should be implemented in companies from the Western Balkans according to the practices of Western Europe countries.
- There is a need to acknowledge the significance of the implementation of professional non-verbal communication in organizations, at the same level as the need for verbal communication.
- Whether it comes to business, language or literature, the need to become familiar with nonverbal communication is just as big as the need for communication with people of any world language.
- The need to learn about non-verbal communication is the same as designing the visible and invisible world, the design of silence which is as important as the power of communication with their surroundings.
- To be a successful manager means to recognize and be able to read all verbal and non-verbal cues to which the everyday successful professional in this area is being challenged with.
- It is really necessary and beneficial to study, monitor, use and interpret non-verbal communication.
- It is helpful to conduct trainings to understand and learn the signs of nonverbal behavior and communication in the companies from the Western Balkans.
- Through these trainings, the managers, and employees will become familiar with the contemporary strategies and can implement them in a business plan and on professional level too.
- Therefore studying nonverbal communication besides verbal, should be within the strategy of any company that wants to conquer the international market.
- The professionals from the Western Balkans will be professionals on the same global level if they accept and implement the professional knowledge of the importance of the usage of non-verbal communication in daily operations.
- Any successful strategy begins, is built and ends with successful communication as a set of professional verbal and non-verbal communication.

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