

## **THE SUPREMACY OF THE WORDS IN BUSINESS**

**Adriana VINTEAN**

*Lucian Blaga University of Sibiu*

---

**Abstract:** *Words are instruments, they are tools that, in their different ways, may be as effective as any sharp edge. The word transmits, gets value within the contexts. The business world asks for discipline, integrity, trust, enthusiasm, patience, perseverance and the word becomes the best business instrument. The message must be targeted and transmitted in the right direction. If words are ambiguous they can entail misunderstandings, conflicts, weak performance. Some of them are powerful, others must be avoided, others are key words. They all become important if they tally with what we would like to happen in our life, if they can have a positive influence on people we interact around.*

**Key words:** *message, positive, client, communication, trust*

**JEL Classification:** *Y9*

---

**Words have a magical power. They can bring either the greatest happiness or deepest despair; they can transfer knowledge from teacher to student; words enable the orator to sway his audience and dictate its decisions. Words are capable of arousing the strongest emotions and prompting all men's actions.**

**SIGMUND FREUD**

We know that between life and death there lies something with an extraordinary power: the word- which represents the fundamental unity of communication. Regardless whether we consider the written, oral, interpersonal communication, this is being done with the help of the word- as being the bridge that connects hundreds of people.

It is through any word that we enter the labyrinth as it is calling us to mediate and this is not at all an easy way. The world modifies space and time, it builds and can also ruin, it can render absolute or on the contrary. Our words

are filled by the people to whom we address them with a meaning which those people derive from their own substance, a meaning widely different from that which we had put into the same words when we uttered them.

The word transmits, it gets value when it is full, filled with the core of things. It is the expression of the thought of each of us. With the message we give the others some art of us. The message depends on the capacity of the receiver to decode.

Thus, words become the exam we get through in our attempt to control and comprise reality in logic patterns. If we observe and listen to a person when communicating through words we can understand how the respective person develops inside, how he processes information, how he chooses to answer. The way we answer through words reveals the pattern of the behavior we have. And words have the power we activate for them.

The business world asks for discipline, integrity, trust, enthusiasm, patience, perseverance. The word becomes the best business instrument. The ability to communicate efficiently with the superiors, with your staff is essential, regardless the field of activity. Words must be clear and concise. The message must be targeted and transmitted in the right direction. If words are ambiguous they can entail misunderstandings, conflicts, weak performance.

We must always ask the right question, ask how we can add value, remember key points. The message must be clear because words give energy to people around us. Take the word O.K (we feel good, we trust, we agree....)

Successful people control the words they use and do not let the words dominate them. They are aware of the power they give, they use positive words to be successful, they are being characterized by such words as they build trust, relationships, possibilities.

**Suitable words** always give good impression. If we understand the behavior pattern of a person or his linguistic profile we can adapt the language to get the desired impact. Such words go to the target. We can use them to speak as the interlocutor does and they give the right motivation. If we must promote a good job fair some words must be taken for granted: employment, part time job, company, business, money, now, to come, to get...

Suitable words must sell. As such the titles are very important. They must urge to actions, draw the attention, reveal the advantage for the client, point to the novelty, innovation of the product. The name of the product must be included in the title. The title should not be necessarily short, the better the

selling promise the result is the expected one. The title must stir curiosity. Then the text as such will be read.

Puzzle words, literary hints, ambiguities must be avoided. Negations are not indicated in the title. They must be descriptive and create an emotional reaction.

For a marketing man the word carried orally becomes important for business people as far as the impact is on what they really believe about the business. A friend may say to another: you must go to the restaurant in the corner. Food is great there! Or negative references may come too: it is impossible to find a table there! So words transmitted from person to person are different and are based on respect concerning the judgement of each person unlike discounts, coupons or other ways of ads based on discounts.

**Powerful words** have a subtle influence. They determine the listener to be more responsive to the proposals of the one who uses them. Such words are used in advertising, sale, politics, show biz.... The name of the person to talk to is used in marketing and sales. How are you? Is different from How are you Nick?

As we know that words build up relationships we should not forget that people buy from people. So words can help our approach to sales as attitudes rest on words. We must start with benefits in this way we help the customer, we focus on value and then on price. Then we get to emotions (see luxury items). We must keep into account that would be customers want to feel safer, more attractive, healthier..

**Now** is like a command, like an order. It means the present when the order or invitation accompanied by an advantage must be honoured. No delay, no beating about the bush.

In advertising this is a word that becomes imperative: now!

buy now....

Now is the moment for....

Think about this now...

do not postpone, now is the best opportunity

Other powerful words are:

I know- awareness

I can- trustful

Because- it is more convincible eg. May I pass in front of you

because....

Please- politeness

It is important- to do this....to come here....(it is not so invasive)

These words must express the marketing strategy to attract clients by discounts, promotions, joint ventures, (Coca Cola Wish Whisky)

They must convey the advantages of the client very clearly. The advertisement must outline everything for the benefit of the client. We must transmit quickly the advantages of the services or products to the client.

These words become magic words as they can influence attitudes, behavior and they have an impact on the needs and wishes. They appeal to the need for security, they stimulate the wish to own something, they appeal to the need of controlling things, they conjure up the feeling of allegiance and trust. They help us to build a positive image, to promote our interests and wishes. Therefore, a good message as such must be: attractive(the power to appeal), connection( the ability to make the link with a space in the other person's mind, to stir a powerful image there, memorizing (the easiness to be remembered within other contexts)

**Words that must be avoided** may ruin businesses, may destroy careers. If we take a CV- everything has to be argued here. Dynamism may be one such word- before we include it in describing our abilities we should better answer the following: do I need more than dynamism if I do well in my job? We must have a concrete answer with examples from reality. It must not be something vague otherwise we should look for something more relevant. Team spirit- everybody boasts with having this ability. But have we seen a CV where the strong points outline individualism? The team spirit is important no doubt but it is not a priority. Organizing spirit- should be sustained with examples. We must demonstrate that we bring something new, we improve the system.

Any idea needs genuine arguments and references with results and concrete performances.

We should avoid:

**Negation:** No problem- means there might be one. or do not worry- there might be some reasons for.

**Please,** shows lack of certainty, weakness and of course this never convinces the client- why should we ask the client? There are other ways to be polite.

**I'm sorry-** used by incompetent sellers. The respect of the client vanishes away.

**I am not certain-** as you are not convinced can you do this with a client?

**But-** creates division, highlights disagreement, negates, creates black and white, right and wrong, removes acknowledgement for the other, erases the value of the person. The client grasps a “no” and will be more rigid. “it’s expensive! Yes. It’s expensive but nice!

**Someday, sometime-** means indecision, postponement, even the negation never

**I'll try-** does not move you forward, it is a sign of a weak leader( the effective leader thinks in terms of doing and achieving), makes an excuse in advance, indicates something about the individual, is not specific, means uncertainty, lack of confidence, failure in achieving goals.

Then we have words used so often in English that we forget they have a correspondent in Romanian:

apply-a solicita, a depune actele, a candida

business- afacere

consulting- consultanta

display- afisaj

flyer- pliant

job- serviciu

management- conducere

rating- audienta, clasificare

topic- subiect

target- obiectiv, tinta

update- a actualize

If we want to be successful we must get used to hear very often the negation no. We must learn to ignore it and to focus on solutions not on problems. We must have a clear purpose of work so when you get to the point of saying “no,” you have a pretty good idea of the work you like to do and the work you were willing to tolerate on your growth path. Learning to say “no” becomes part of the growth of any business but making changes in your marketing, policies, or team to avoid having to say “no” is worth the effort. Beyond words we must see something else. Words alone are not enough for the client. They must be understood. We live in haste, we have plenty of

information around us, so if the superficial look we have does not catch our attention, if the message is difficult to be read, we'll pass by. Long sentences, colors not suited may hinder your look. Everything becomes superficial and we will be looking for the key words, for titles to catch our attention. If we have a text detailed information is given by the subject and by the action. The noun and the verb are essential( see a discourse). The adjective, adverb, pronoun, article.. have a additional role in making up the lexical meaning. Key words become essential to catch the attention and to manipulate the receiver. They make us be attentive to the content of the text, they synthetize the content. They must be linked to the sites seen by clients,. For some products key words can express quantities and are accompanied by the term discount.

**The written word** has become powerful as it can create or destroy the public image. The formal communication became sophisticated so that we can easily get lost. Some forms of written communication should be known by anyone( a statement, an application,0 others must be handled by specialists if we consider communication inside an institution from the management to employees or vice versa or we have external communication(press, advertising) a principle we take into account is efficiency. We must not get lost writing three pages instead of three lines. If our interlocutor is Chinese we must get him a translator. We must not add unnecessary details. Written communication is essential in our world as we take part to what is known as the information age. This is the common form of business communication. It is imperative for business owners and managers to develop written communication skills and to encourage the same in all employees. An emphasis is now on written versus oral communication due to the ever increasing use of computers.

Letters and messages imply the written words. Under certain circumstances this kind of communication is preferred as it may contain more information, it can reach long distances, it can be used later if necessary. The electronic mail is popular but as it may convey important corporate communications it quickly and quite easily turned into something like workhorse for business enterprises of all sizes and orientations. Many users of e-mail technology pay little attention to basic rules of grammar and format when they make up their letters, even when they are penning business correspondence addressed to clients, customers, vendors, business partners, or internal colleagues. This becomes a sloppy correspondence style and reflects a lack of professionalism. The message could not be the expected one. it is

imperative to install firm guidelines on tone, content, and shape of e-mail correspondence. Proper spelling and grammar and the ability to frame correspondence in suitably diplomatic language should be hallmarks of electronic mail mostly if the communication is being directed towards a person outside the company.

**The discourse- the art of speaking** freely helps you to develop as a human being, helps you to teach others and improve their life. You can give value to your life and to others. Some are experts in a field of activity and having the ability to speak freely their advantage is doubled regardless the knowledge that is being shared to others. For anyone who wishes to develop it is imperative to be able to speak freely- this becomes a responsibility. Very often a discourse can change your life, career, reputation. Public speaking is a skill we can learn by practice and preparation. Key words are important to catch the attention and to guide the receiver, to manipulate him. The noun holds the main role regarding the expressivity. Then comes the verb with the voice, tenses- present instead of future; the adjective being expressive, the pronoun by being ambiguous, adverb- comparison, numeral- quality, article- imprecision, ambiguity.

We must consider the following in a discourse:

It is advisable to come with some stories to catch the attention by being humorous. Then self irony calls for situations where you had made mistakes and the audience will be delighted to hear about. Next it is important to find the common points with the audience- something that approaches you (everyday situations). You must be spontaneous, be yourself do not imitate anybody, if you made a mistake there is no time for rehearsals but fix it at once. Come with examples from reality as anything you must have lived is for sure more interesting than any theory, any subject regardless how ordinary may become a fascinating discourse. Relaxation means you are in an offhand manner ready to transmit it to the public and create a connection with them. Toastmaster system must be used no doubt.

Positive words convey confidence and optimism, help to achieve communication goals such as getting the desired response, maintaining a good relationship, gaining goodwill. Among these we have: creative, champion, brilliant, motivator, passion, responsible, to encourage, to share, to care, to empower, to dedicate, organized, accountable, controlled, empathetic, unbiased, worthwhile, valuable, synergy, team, dynamic, persuasive,

constructive, determined, professional, ambitious, concise, informed, able to, forward thinking, strategic.

Positive words are said by successful business people: opportunity, order, better, learn, passion, time, value...

Such people are valued by words that might round their image and these words come out of the secrets that made them famous.

Business people are never satisfied with good decisions. They keep looking to make better decisions until they recognize and pursue the best ones.

They consider we don't get rich by hoping for the best and guessing what our return will be. But they say we get rich by working hard. That is why they invested in education

Successful people often recognize we have to give in order to get. They understand people, they listen around, they can manipulate and influence others without their even knowing it.

They always read, always learn. They never let a moment go to waste. They work hard both in their career and private life.

They consider time does not fill them but they fill time. They think we must do everything effectively, they impose their will on their time.

They are attentive to those around: hard working, kind, professionals. Everyone you meet may be a potential customer and they do not waste any opportunity.

They know that they need to keep their priorities in line in order to succeed and organization is a key factor. They make the most of contacts and opportunities, and also keep their interests varied.

They don't leave things to chance, don't forget details or appointments and don't let chaos rule their lives. They set themselves appropriate time for leisure activities, and spend quality time with their family.

**John Rockefeller**- believes that every right implies a responsibility; every opportunity, an obligation; every possession, a duty. He tried to turn every disaster into an opportunity

**Warren Buffett** – speaks about having around valuable people and about learning as much as possible

**Henry Ford**– speaks about imagination and skill, learning

**Michael Dell** – speaks about opportunities.

**Ray Kroc** – considers being at the right place at the right moment is important

**Sam Walton** – ranks the client as being very important.

“**Walt Disney** –speaks about courage in following the dreams

**Bill Gates** – says that he devotes maybe ten percent to business thinking

**Jeff Bezos** considers a brand for a company like a reputation for person; you earn it by trying to do hard things well

**Carlos Slim** thinks that competition makes you better even if the competitor wins

**Oprah Winfrey**- thinks it is advisable to surround yourself only with people who are going to take you higher. And she also considers that you get in life what you have the courage to ask for.

**Coco Chanel** – considers success is most often achieved by those who don't know that failure is inevitable.

**Mark Zuckerberg** says that the biggest risk is not taking any risk...and that in a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks.

**Andrew Carnegie** states that -If you want to be happy, you must set a goal that commands your thoughts, liberates your energy, and inspires your hopes.

**Onassis** considers The secret of business is to know something that nobody else knows.

**Howard Schultz** considers that when you're surrounded by people who share a passionate commitment around a common purpose, anything is possible.

## **Conclusion**

Words are considered as encouragements of the self. They can save but betray too, being like a border between the good and the bad and they are part of our life. They never transform in sounds that is why whatever you do not say is being lost- and you may be disappointed. Our existence is intelligible through words. Isolated they have no influence, they are like some closed boxes. Within the context of communication and when getting significance they become powerful. We must avoid useless words that do not bring any new information or the pretentious ones which are heavy loaded words. Some are being time tested but it's up to us which work best for our

business. The word is supreme if it tallies with what we would like to happen in our life, if it can have a positive influence on people we interact around

The words give off energy and messages that create a reaction of the others. We live and breathe words. We can no more call them back than ignore the mess they may leave when they are not being used appropriately. They are instruments, they are tools that, in their different ways, may be as effective as any sharp edge . They resemble coins, items of great value, but they represent a currency that, well spent, returns ever greater riches.

At last we must keep in mind that the universe does not give us what we ask for with our thought, it gives us what we demand with our actions which prove who we want to be. If our actions do nor change, then words are but meaningless...

### **References:**

- [www.businessdictionary.com](http://www.businessdictionary.com)
- Ike Lasater, *Words That Work in Business* , Puddle Dancer Press, 2010
- Stephan Schiffman, *The 250 Power Words That Sell*, Adams Media US. 2013