

## Learning English Will Help You Do Business in the United States

The United States can be a very lucrative country with which to do business. The standard of living in America is high, and even bearing in the mind the recent economic downturn, the dollar is still strong compared to many other currencies throughout the world. One issue many international countries encounter when doing business with the United States, is that it can be difficult to find a representative who speaks English fluently, and with proper business mannerisms. A few of the reasons that learning English will help you do business with the United States include:

- **Learning English will Help You Appear Professional:** While you may be a very professional person, and completely serious about your proposal, delivering it in a foreign language or broken English is considered to be very unprofessional in the United States. It is important that you are able to convey your offer or service in a manner that is not only understandable, but also sincere.
- **Learning English will Help You Develop Personal Relationships:** It is very difficult to develop a personal relationship with a fellow business associate if you have never actually been able to speak to them. Speech ? and understanding speech ? goes a long way toward building trust with most people, as we pick up on mannerisms and body language when a person talks.
- **Learning English Shows Dedication:** Making the effort to speak English also shows that you have the dedication required to go the extra mile to ensure that your product or service becomes available to United States companies and customers. If someone who represents you and your company cannot take the time to learn the language, how badly would you actually want to do business with him or her?

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