

## **Business and Lack of Trust**

### **Bulgarian transcript:**

Един от основните проблеми е недоверчивостта на хората. И той наистина е сериозен проблем, тъй като индустрията, в която - сектора, в който ние се развиваме със електронната търговия е свързан и с интернет. А хората не са запознати. Повечето бизнесмени във България не са толкова компютърно грамотни, колкото са тези във Щатите и във други страни. И от... просто на тях не им идва отръпки всички процеси, свързани със развитието на интернет търговията и нещата, които ние им предлагаме, на тях не им звучат нещо, което... като нещо което може да се направи и трябва доста време да мине да им обясним процеса, защо така става, да им обясним как това нещо което ние правим може да им помогне.

И като цяло отнема време тази комуникация, изграждането на доверието, да спечелиш на хората уважението, да ги убедиш, че това, което ти правиш на тях действително им върши работа, носи им ресурси. Доверието е нещото, което като цяло е основният проблем, защото отнема много време да се изгради.

### **English translation:**

One of the main problems is that people are distrustful<sup>1</sup>. And this is a serious problem because the industry in which – the sector we are working in – has to do with online marketing and internet. And people don't know [about those things]. Most businesspeople in Bulgaria are not as computer-savvy as businesspeople [lit. - those] in the States and in other countries. And... most of the processes associated with the development of internet marketing and the services that we offer, don't come easily to them, [those processes] don't sound feasible to them, and it takes a lot of time for us to explain the process – why things are happening the way they do, we have to explain to them how what we're doing could be helpful to them.

And in general, this communication takes time: building trust, winning people's respect, convincing them that what we do is actually helpful for them, that it will bring them resources. Trust in general is the main problem because it takes time for it to be built.

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<sup>1</sup> The interviewee is referring to the general suspicion and mistrust of dealing with money, financial services, money transactions, and in her case, online marketing. This is something very specific to Bulgarian culture and has its roots in the process of transition to a free market after the collapse of communism. The main reason for the general distrust that the interviewee talks about has to do with the extreme popularity of financial pyramids in Bulgaria during the 1990s when a lot of people genuinely trusted pyramid schemes and ended up losing all of their savings.

**About CultureTalk:** CultureTalk is produced by the Five College Center for the Study of World Languages and housed on the LangMedia Website. The project provides students of language and culture with samples of people talking about their lives in the languages they use every day. The participants in CultureTalk interviews and discussions are of many different ages and walks of life. They are free to express themselves as they wish. The ideas and opinions presented here are those of the participants. Inclusion in CultureTalk does not represent endorsement of these ideas or opinions by the Five College Center for the Study of World Languages, Five Colleges, Incorporated, or any of its member institutions: Amherst College, Hampshire College, Mount Holyoke College, Smith College and the University of Massachusetts at Amherst.

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