SwissLinc
SWISS GLOBAL QUALITY LICENCE

SWISS GLOBAL QUALITY LICENCE SGQL

SWISSLINC CURRICULUM

Minimum Requirements and Practical Guide

This document describes the baseline requirements for reliable international cooperation. It is useful even for companies that do not pursue certification but want to structure their sales, support and service processes for Western customers.

1. Formalities

Traceable company data, legal name, address, website, contact channels and clear responsibilities.

2. Infrastructure

Reachability, online meeting capability, English-speaking support and defined response times.

3. Culture

Understanding communication, expectations and business behaviour in Switzerland, Europe and the USA.

4. Commercial Practice

Transparent offers, payment flow, guarantees, delivery processes and trust-building documentation.

Note: The SGQL seal and a SwissLinc certificate may only be used after separate assessment and active certification. This curriculum is guidance and not proof of certification.

PRACTICAL REQUIREMENTS

1. Formalities

Formal clarity reduces questions and makes a company easier for customers, suppliers and partners to assess. The goal is not more paperwork, but a clean and traceable first impression.

- Registered company: The legal name, registration number and competent registry should be traceable.
- Address and location: The registered address should be consistent across documents, website, offers and registry data.
- Domain and website: The website should be current and clearly show which company is behind it.
- Contact channels: Business email addresses, phone numbers and responsible contacts should be clear and reachable.
- Document basis: Product catalogue, company profile, terms, guarantees and delivery conditions should be understandable for customers.

2. Infrastructure

International customers expect not only a good product, but reliable communication. The following points help handle inquiries, orders and problems in a predictable way.

- Meeting capability: Zoom or Microsoft Teams should be set up, tested and usable in daily work.
- Basic availability: On working days, a responsible team should be reachable for at least eight hours per day.
- English support: General inquiries should ideally be answered within 24 hours.
- Project contact: Active customer projects should have an English-speaking contact available within two working days.
- Internal handover: Sales, support, logistics and management should know who decides on customer questions.

Orientation benchmark	Support answer: within 24h Project contact: within 2 working days Meeting setup: tested before the first customer meeting

CUSTOMER TRUST IN INTERNATIONAL BUSINESS

3. Culture: Switzerland, Europe and the USA

Cultural differences become visible in expectations, punctuality, level of detail and problem handling. A good team recognises these differences and adapts communication without sounding artificial.

- Switzerland: High expectations for precision, reliability, calm communication, data protection and realistic promises.
- Europe: Strong focus on documentation, conformity, warranty questions, delivery terms and traceable processes.
- USA: Faster decision paths, clear value arguments, direct communication and visible ownership.
- Communication style: Written meeting summaries prevent misunderstandings and create trust.

3.1 Cultural comparison in practice

SwissLinc teaches how the other side typically understands decisions, risk, quality, time pressure and responsibility. Teams learn to read the same situation differently by culture: a Swiss question may express a quality expectation, American directness often means efficiency, European documentation creates traceability and Asian alignment protects relationships. Typical situations such as delays, complaints, warranty questions or price negotiations help teams identify misunderstandings early and solve them professionally.

4. Commercial Practice

Trust emerges where commercial processes are transparent. Customers should understand what they buy, when delivery happens, how payment works and what happens if something does not go as planned.

- Offers: State prices, payment terms, scope of delivery, Incoterms, currency and offer validity clearly.
- Payment flow: Define advance payment, partial payment, final payment and invoice data early.
- Order process: Prepare confirmations, pro-forma invoice, packaging, shipping documents and tracking cleanly.
- Problem handling: For delays, transport damage or quality issues, communicate calmly, offer options and clarify responsibilities.
- Long-term relationship: Regular updates, transparent escalation and honest feasibility matter more than fast promises.

SwissLinc SGQL Seal
The seal stands for assessed structures, clear communication and traceable service processes. After successful certification it can be used on offers, as a web label or for entrance signage.