

BUSINESS CONVERSATION (SHORT AND LONG)

Business conversation, as the name suggests, is the act of communication and the process of sharing information between employees of a business/company. It can also refer to the distribution of information between employees and existing/potential clients. Business conversation is important because it ensures cohesion among different employees, thereby enabling them to function as a single unit. Due to this unifying aspect, effective business communication is crucial to turn any organisation profitable/successful. Additionally, a healthy business conversation practice reduces errors that may jeopardise profitable business ventures. At the same time, it helps convey the business policies/philosophy to the client/customer.

Advantages of Effective Business Conversation

1. Coming to an agreement between employees
2. Coming to an agreement between business and customers/clients
3. Coming to an agreement between high authority management and employees
4. Effectively executing decisions
5. Effectively communicating orders and decisions
6. Creating and maintaining a professional relationship with the client/customer
7. Attracting potential clients
8. Business conversation also helps in gathering genuine feedback from the customers
9. Without a robust business conversation network, a business cannot function
10. Business conversation is a must for ensuring a good customer service

Business Conversation Can be of a Short or Long Duration

Whether it is short or long, always start the business conversation with a formal introduction and a brief overview of the exact topic of discussion. The other person/client should not feel that he is forcefully being dragged into the conversation. While holding a conversation with someone you already know, one need not introduce himself/herself. The formal introduction could also be followed by politely asking how the other person is. But one should never address or ask about a personal topic.

Short Business Conversation

Short-duration business conversation generally tends to be more informal than long-duration ones. But this does not mean that the short business conversation does not demand a formal approach. Short business conversation will be on an important topic that does not demand a detailed conversation. It does not mean that short business conversation would be on trivial topics either. Hence, the speaker should have the ability to recognise those crucial topics that could be conveyed or find out issues that could be settled through a brief business conversation. Short business conversations are generally employed to convey information or receive vital decisions. Such kind of business conversation also promotes a healthy environment where there is a healthy interaction among the employees. Short business conversations also helps in integrating better the different levels of management and departments that form parts of a business organisation.

Likewise, short business conversation aids an organisation in maintaining a continued relationship with a customer. At the same time, it also helps in building new connections with potential clients. It is also a key component of customer service. It is through short business

conversations that the foundation for long business conversations can be established. In other words, there are more chances for short business conversations to develop into long ones.

LONG BUSINESS CONVERSATION

Long-duration business conversation provides an opportunity for individuals to discuss business topics that require long hours of discussion. It may or may not be an extension of a short business conversation. Long business conversations provide more time to state one's purpose effectively. Likewise, it gives more opportunity to hear in detail the expectations of colleagues and even customers. Long business conversation has the least chance of confusion between employees, and between a business organisation and its clients too.

SOME USEFUL TIPS

- *Business conversation generally happens at a pre-determined time, and possibly place too
- *The purpose of the meeting has to be strictly followed or adhered to
- *Be confident and do not move too much
- *Formal wear would be appreciated during a physical meeting
- *Do not overreact by laughing, rather smile gently if and only required
- *Make sure to react appropriately by nodding your head when the other person/customer speaks
- *Business conversations could be held online (Google meet and Zoom) and offline
- *Listen attentively and raise meaningful questions based on the statements of the speaker

