

Business Communication For Entrepreneurs

Objectives

Learners will learn:

- The fundamentals of business communication
 - Different communication styles and how to address them in a business setting
-

Business Communication is the sharing of information between two people or more for the benefit of a business. Sharing information to customers online is still regarded as Business Communication. This will assist the entrepreneurs in sharing their ideas and presenting them clearly and constantly work in a better way with their staff, team members, clients and colleagues.

Self-Reflection

How would you rate your Business Communication skills out of 10 for each category below? Why?

- Writing
 - Speaking
 - Listening
 - Dressing
-

There are different ways of communicating:

1) Writing Skills.

If you are looking for investors, you need to write a good business plan, presentations etc. You are also to communicate with your customers. Therefore, those should be a stronghold. Today, entrepreneurs with strong writing skills can secure a business edge easily. As businesses are competing online, more communication is being done through writing as compared to any other form of communication. Using your strong writing skills, you can market your business more cleverly through your business website and send crisp, concise and convincing business emails to clients and capture more business.

Different forms of business writing:

- Emails
- Proposals
- Powerpoint presentations
- Social Media Posts

2) Speaking Skills

To become a successful entrepreneur you need to brush up on your speaking skills. If you are able to convince an investor to invest in your business on paper, the next step would be a meeting with the investor. If you have poor speaking skills and you are unable to articulate your business

proposition and sell your idea in person as skillfully as you did on paper, the investor might change his/her idea of investing in your business. And you might lose a potential investor.

In addition to this, entrepreneurs should also develop strong speaking skills because they have to give presentations to clients, run team meetings and deliver motivational speeches every now and then. If you cannot speak and communicate proficiently in public, you can hurt your brand image.

This skill is needed to bridge the gap between the business owner and employees. If you have immaculate verbal skills, you can easily communicate business goals and your vision to your employees effectively. This helps increase employee productivity.

3) Listening Skills

If you don't listen to the people around you, you will never be able to progress and grow. This is exactly why most businesses often come to a standstill or start to lose their customers.

Customer Perspective

If you take a look at successful entrepreneurs around you, you will notice that they are open to feedback and suggestions. Here's how:

Sometimes you may be offering quality products to your customers but you may still be behind your competitor. In this scenario listening skills can really help. You can ask for customer feedback and product improvement suggestions. The user of your product can tell you its imperfections and how the product can become better. If you focus and listen to what the customer has to say, you can easily outrace your competitor by working on the areas where you lack and developing a better product for your customers.

Employee Perspective

Listening skills can clear the air inside the organization. If you only communicate your thoughts and ideas to employees and not listen to them, you will never be able to increase employee satisfaction and you will witness a high employee turnover. Successful entrepreneurs are those who listen to their employees. Employees can highlight the problems within the organization clearly and you can address the issues and resolve them easily.

If you respond to the employees' problems in a timely manner, it will make them feel valued and they would want to work for your organization.

This depicts, whether it's your customers or your employees; if you develop the ability to listen carefully to what they have to say, you can easily improve and grow your business.

4) Dressing

Imagine that you are to appear in front of a panel to pitch? How would you dress? In a pyjama? Of course not. You need to communicate confidence and professionalism. Therefore it is important that you observe that.

Therefore entrepreneurs must work on developing their communication skills in order to run a successful organization and achieve business success.

It is important that you learn how to communicate when it comes to business. This will mean so much to your brand. E.g ArtCaffe employee insinuated that a black man could not afford a dozen doughnuts. This led to the loss of many clients.

Chandarana put out an email that insinuated that their white clients are the only ones who would enjoy the voucher. This led to a lot of backlashes. But we would not want this to happen.

Therefore, practise how to communicate. There are various principles of communication:

a) Clarity

Clarity is the number one rule all business communication must follow. A message that leaves the reader scratching his head is a failed message.

b) Conciseness

Business communication is founded on the principles of brevity. This applies to not just the length of your message, but also its content. Try to use short sentences and short words. Adopt this principle for the team as well as client-focused communication.

c) Objectivity

Business communication must always have a purpose. This purpose must be apparent to any who glances through your message. Ask yourself: “what am I trying to achieve with this message?”. This will help you stay on course through the message creation process and effect a remarkable improvement in the message efficacy.

d) Consistency

Business communication must have the consistency of tone, voice and content. You can stray from the set tone from time to time – a few humorous jokes can help lighten the mood – the overall theme must remain consistent.

e) Completeness

Each message must have a clear and logical conclusion. The reader shouldn't be left wondering if there is more to come. The message must be self-sufficient, that is, it must hold good on its own without support from other messages. This is particularly apt for blog posts which often end abruptly and leave the reader scratching his head.

f) Relevancy

Every message you send out must be contextually cohesive with previous and future messages. The message must also be relevant to your theme. So make sure that everything you write in a business setting is contextually related and relevant.

g) Audience Knowledge

Lastly, your message must have a thorough understanding of your primary audience. Everything else – clarity, completeness, objectivity – results from your knowledge of your audience. Always know who you are writing for as it will influence the tone, voice and quality of your message. This is possible only if you thoroughly research your readers and can see things from their perspective.

Additional Resources:

1. Business Proposals-
<https://fitsmallbusiness.com/how-to-write-a-business-proposal/>
2. <https://www.examples.com/business/partnership-proposal.html>
3. <https://www.pandadoc.com/business-partnership-proposal-template/>
4. Email Writing-
<https://www.instructionalsolutions.com/blog/business-email>