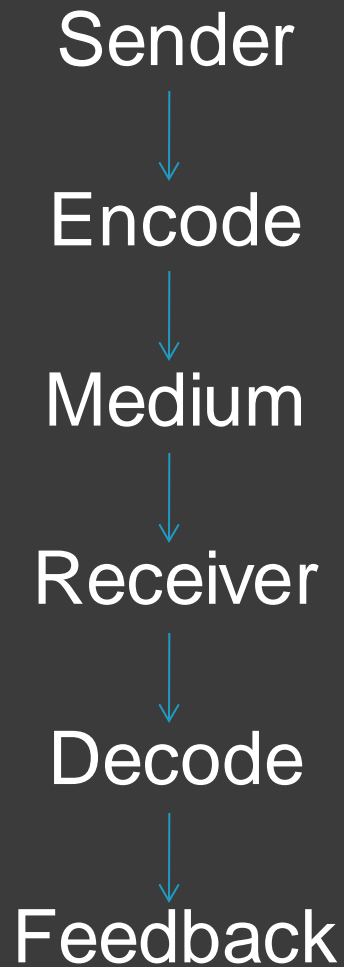


BUSINESS COMMUNICATION

Communication is the mutual exchange of information and understanding by any effective means

Business Communication means formal communication

PROCESS OF COMMUNICATION



TYPES OF COMMUNICATION

- Formal
- Informal
- Written
- Oral

WAYS OF COMMUNICATION

- Upward communication
- Downward Communication
- Horizontal Communication
- Grapevine

Effective Communication: Seven Cs

You talk, they listen

Build market enthusiasm



For transmitting effective written or oral messages, Certain principles must be followed. These principles are advocated by Francis J. Bergin provide guidelines for choice of content and style of presentation adapted to the purpose of the receiver of the message.

They are also called the seven Cs of communication.

They are:

1.Completeness

2.Conciseness

3.Clarity

4.Correctness

5.Consideration

6.Courtesy

7.Concreteness

COMPLETENESS



Every communication must be complete and adequate.

Incomplete messages keep the receiver guessing, create misunderstanding and delay actions.

Every person should, therefore, be provided with all the required facts and figures.

For example, when factory supervisor instructs workers to produce, he must specify the exact size, shape, quality and cost of the product. Any assumptions behind the messages should also be clarified.

While answering a letter, all the questions raised in the letter must be replied.



CONCISENESS

In business communication, you should be brief and be able to say whatever you have to say in fewest possible words without sacrificing the other C qualities. Conciseness is desired because of the following benefits:

A concise message saves time and expense for both sender and receiver.

Conciseness contributes to emphasis; by eliminating unnecessary words, you let important ideas stand out.

When combined with a “you-view”, concise messages are inherently more interesting to recipients as they avoid unnecessary information.

Clarity



- **Clarity means getting your message across so the receiver will understand what you are trying to convey.**
You want that person to interpret your words with the same meaning you have in mind.
Accomplishing that goal is difficult because, as you know, individual experiences are never identical, and words have different meanings to different persons.
Here are some specific ways to help make your messages clear:
 1. Choose short, familiar, conversational words.
 2. Construct effective sentences and paragraphs.
 3. Achieve appropriate readability (and listen ability).
 4. Include examples, illustrations, and other visual aids, when desirable.



CORRECTNESS

The term correctness as applied to business messages means right level of language and accuracy of facts, figures and words.

If the information is not correctly conveyed, the sender will lose credibility.

Transmission of incorrect information to superiors will vitiate decision making process.

Transmission of incorrect information to outsiders will spoil the public image of the firm.

To convey correct messages, grammatical errors should also be avoided.

You should not transmit any message unless you are absolutely sure of its correctness.

Consideration underlies the other six C's of good business communication

You adapt your language and message content to your receiver's needs when you make your message complete, concise, concrete, clear, courteous, and correct.

However, in four specific ways you can indicate you are considerate:

- **Focus on "you" instead of "I" and "we."**
- **Show reader benefit or interest in reader.**
- **Emphasize positive, pleasant facts.**
- **Apply integrity and ethic**



COURTESY

Courteous messages help to strengthen present business friendships, as well as make new friends.

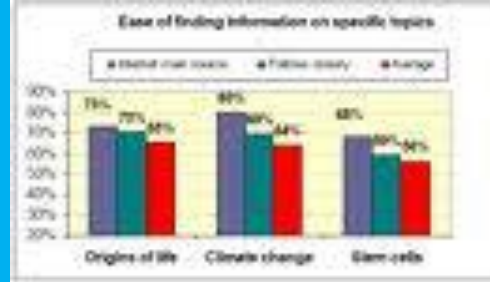
Courtesy stems from sincere you-attitude.

It is not merely politeness with mechanical insertions of "pleases" and "thank-you'd."

To be courteous, considerate communicators should follow these suggestions regarding tone of the communications.

- Be sincerely tactful, thoughtful, and appreciative.
- Omit expressions that irritate, hurt, or belittle.
- Grant and apologize good-naturedly.

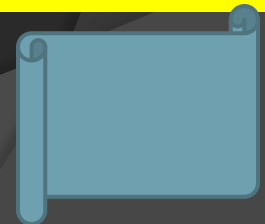
CONCRETENESS



Communicating concretely means being specific, definite, and vivid rather than vague and general.

The following guidelines should help you compose concrete, convincing messages:

- **Use specific facts and figures.**
- **Put action in your verbs.**
- **Choose vivid, image-building words.**



BARRIERS OF COMMUNICATION

- ❖ External or physical Barriers
- ❖ Technical Barriers
- ❖ Badly expressed message
- ❖ Language Barrier
- ❖ Faulty Translation
- ❖ Lack of Awareness
- ❖ No proper channel
- ❖ Emotional Barriers

Making Communication Effective;

- ❖ Clarity in Idea
- ❖ Purpose of Communication
- ❖ Emphasizes in communication
- ❖ Two way communication
- ❖ Appropriate Language
- ❖ Supporting words with action
- ❖ Choose Appropriate channel

How to Speak Effectively (Public Speaking)

- ☐ Greetings
- ☐ Right Speed
- ☐ Clear speech
- ☐ Correct Tone
- ☐ Interesting Voice
- ☐ Eye contact
- ☐ Express feelings
- ☐ Holding Attention
- ☐ Body Language
- ☐ Emphasize on imp
- ☐ Voice Modulation
- ☐ Thanks

Body Language

- Crossed arms - means that the person is in a defensive and reserved mood.
- Crossed arms and legs - means that the person feels very reserved and suspicious.
- Open arms and hands - means that the person is open and receptive.
- Standing before you with his hands inside the pockets - means he is not sure or feels suspicious.
- Standing before you with his hands on his hips - means he is receptive and ready to help you out.

- Sitting in a chair shaking one of the legs - means he feels nervous and uncomfortable.
- If his eyes are downcast and face turned away - means he is not interested in what you are saying.
- With the palm of the hand holding or stroking his chin - means he is in an evaluating position and being critical.
- Leaning back in his chair with both hands clasped behind his head - means he is in an analytical mood, but it is also a gesture of superiority.
- Rubbing or touching his nose when answering a question - means he is not telling the complete truth.

- If he maintains good eye contact and he smiles in a relaxed and happy way - means he is definitely receptive to you.
- Rubbing the back of his head or rubbing or touching the back of his neck - means the conversation is not really interesting.
- If he moves his body and sits with his feet and body pointing towards a door - means he wants to end the conversation and leave the room.

Positive Body Language

- Smile
- Firm Hand shake
- Open hand
- Complete body attentiveness
- eyes contact
- move less
- Using hand
- Avoid Using phone during conversation

SOCIAL ETIQUETTES

Table manners

- Place your napkin in your lap
- Fork to left and knife to right
- Turn off your phone
- Wait for everyone to be served before eating
- Use a knife and fork to cut meal
- Cut your food one piece at a time
- Chew with your mouth closed
- Don't reach cross the table
- Don't Talk with your mouth full
- Don't pick your teeth at the table
- Say "excuse me" when leaving the table

WRITTEN ETIQUETTES

Email Structure

From: Email address of sender

To: Email address of receiver

CC: Email Address of those to whom the same message is to be sent simultaneously

BCC: Blind Carbon copy

Subject: A word or phrase reflecting the main content of the message.

Salutation: Greeting

Body: the message divided into suitable paragraphs

Closing:

Leave taking: Your name and designation, phone number

WRITING ETIQUETTES

- ❖ Consider 3 W before writing “What”, “Why”, and “Whom”
- ❖ Before composing the message go through some points like purpose of communication, previous reference etc
- ❖ Check the write up to ensure that its is free from grammatical, spelling and punctuation mistakes
(women without men is nothing)
- ❖ Without greeting, closing expression and sign off an email / letter is incomplete. If the full name of person is Shyam sunder sharma then greetings like “Hello shyam” will be in appropriate

- ❖ The tone of email/ letter should be courteous
- ❖ Font, size and Alignment of emails/ letters structure is also equally important
- ❖ Subject must be specific, appropriate and meaningful.
It must not be lengthy
- ❖ For imp points use bullets or numbers. You may give sub headings
- ❖ Be concise

- ❖ **Use an appropriate Language**
- ❖ **Avoid writing in all caps**
- ❖ **Don't use jargons or abbreviations**
- ❖ **Spell check**
- ❖ **Watch your tone**
- ❖ **Do not use negative tone or language**
- ❖ **Do not send chain letters, jokes or smiley in a business letters/ emails**

❖ **Hit reply button nor reply to all unless its necessary**

❖ **Sending attachments should be minimum in size and clear. Prefer PDF, image or compressed format so it is easy for a receiver**

❖ **Re-read your email or letter before sending**