# Professional communication

Sender / Receiver

*What are their roles? (Jobs)*

The Sender must communicate clearly the information to the receiver.

-The sender gives information, he explains.

-He initiates communication.

-He speaks.

The receiver must listen and understand the information sent by the sender.

*Characteristics to be Sender?*

-Communicate clearly.

-Efficient.

-Serious.

-Expressive.

-Hardworking.

*Characteristics to be Receiver?*

-To understand the information.

-To listen or read what the sender told him.

-Open minded.

-Expressive.

*Why are they important?*

They are important because communication is only possible with two (or more) people.

The sender provides credibility, validity.

Everything affects interpretation except writing because it delayed the information (it impact the reputation).

“You – viewpoint”

Ex: You will receive your order. I sent the order out on Friday.

1. Active voice, 2nd person, ~~us we I,~~ you, yours, your.
2. Empathize w/ receive.

* Understanding their pt. of view.
* What do they what?

1. Highlight benefits.

Way of common.

-heavy interest/ influence of receiver.

-adapt to audience.

Moments when you don’t use you – viewpoint.

1. When receiver makes a mistake ex: you failed.
2. When there’s a diff. of opinion.

**Exercises:**

1.We allow a 2% discount for cash payments.

You will have a 2% discount if you pay on cash.

2.Our pamphlet is designed to help its readers get the most out of growing beautiful roses.

You will see our pamphlet is designed to help its readers get the most out of growing beautiful roses.

3.To help our production schedule, we would appreciate your ordering 2 weeks in advance.

You will be thanks if you help our production schedule by ordering 2 weeks in advance.

4.I wish to tell you that we are sending your new coat tomorrow.

You will receive your coat tomorrow.

5.We cannot deliver until/Friday.

~~You will not be delivered until Friday.~~

Your delivery/package will be…

6.You failed to give us the fabric specifications of the sofa we ordered.

EXECPTION We didn’t receive…

7.I’m sorry that we are unable to reimburse you until oct 3.

You will not be reimbursed until oct 3.

8.You did not format the letter in the proper style.

EXECPTION the letter is not formatted in the proper style.

9.You missed the December meeting.

EXECPTION The December meeting has passed.

**Communication shut down:**

**-I can’t talk to you right now.**

**-Don’t be ridiculous.**

**-I have to go.**

**-You can’t teach an old dog new tricks.**

-It can’t be done

**-It’s not my problem.**

**-okay but if it doesn’t work, it’s your fault.**

**-That’s not the way we do things around here.**

**-You said that last year (time).**

**Dialogue using communication shutdown:**

T: I’m sorry but I can’t talk to you right now I have to go.

J: Don’t be ridiculous we have to finish our homework.

T: Man, I really gotta go.

J: You already said this the last time, if we don’t work now we will have a 0.

T: Okay fine, but if I miss my bus it’s your fault.

J: I’m sorry if you miss your bus but it’s not my problem.

T: So, have you learned your lesson for Friday, because I will need your help with it.

J: No, I totally forget about it.

T: You can’t teach an old dog new tricks, I know you have already learned everything.

J: Fine I will help you, but that’s not the way I like do things around there.

T: Okay, if you insist I will do the homework with you now if you help me with the lessons to learn tomorrow.