

MODULS ENGLISH FOR BUSINESS
SOCIALIZING, TELEPHONING, AND PRESENTING

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INTRODUCTION

Praise be to Allah SWT. By His grace and guidance, the author was able to complete the English Module of Socializing, Telephoning, and Presenting on time.

This module is structured to fulfill the assignment of English for Business course. In addition, this module aims to add insight on how to socializing, telephoning, and presenting well in the business world.

The author would like to thank Mrs. Sri Suningsih, S.Pd., M.Pd as a English for Business lecturer who has given this assignment so that it can increase knowledge and insight regarding the definitions, objectives, and procedures for good socializing, telephoning and presenting in the business world for the provision of writers in the future.

The author realizes that this module is still far from perfect. Therefore, suggestions and constructive criticism are expected for the perfection of this moduls.

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CHAPTER I

SOCIALIZING

By definition, people work following rules involving a defined set of people following a defined set of tasks. The purpose is not socialize everything but to socialize processes (or pieces of) that really help people doing a better job. Socialization helps to identify, engage and make people interact, more or less temporarily, outside of the formal process and team. Socialization also helps the formal team to share experiences on the flow. The purpose is clear : help to deliver a process, a set of tasks, lowering delays due to unexpected issues and improving the process through an ongoing feedback. ROI and measurements are simple, obvious. It's about creating interactions upon real needs, day to day issues, without trying to energize dead born communities where people have nothing to share the one with the other and even no reason to do so.

In the business world, socialization is not just about organizing, it also requires employee involvement for maximum success. New members of a company need to be socialized, and the goal is that individuals can learn everything about the company and how they should interact and communicate with other members of the company. Socialization plays an important role in economics, and in the business world, socialization is defined as a recurring habit in an environment

The general purpose of socialization according to Simamora (2003:269), includes 3 aspects, namely as follows:

1. Mastery of skills and work ability
2. Appropriate behavior, roles
3. Adjustment to work group norms and values.

According to Sedarayanti (2008:119), the socialization process is necessary because there are differences between individual employees' personalities and corporate culture or values. An effective socialization process can reduce the time it takes for employees to adjust to the company culture. The socialization process is the meeting place between organizational culture and

individuals (employees) through formal methods such as orientation and other programs.

Socialization brings three kinds of information, namely:

1. General information about daily work
2. An overview of the organization's history, goals, operations, and products or services, and how employees' jobs meet the organization's needs, and
3. Possibly through brochures detailing the organization's policies, work rules and employee benefits.

In the business world, socialization is not just about organizing, it also requires employee involvement for maximum success. New members of a company need to be socialized, and the goal is that individuals can learn everything about the company and how they should interact and communicate with other members of the company. Socialization plays an important role in economics, and in the business world, socialization is defined as a recurring habit in an environment.

Generally speaking, the form of socialization of a company is divided into two problems, namely micro-problems and macro-problems. Micro-issues include matters related to organizational structure, company policies and regulations.

Some examples that we often see in their daily work environment in the social life of Indonesian people in the surrounding environment are as follows:

1. Get to know each other, get along with fellow workers in the work environment

Agents of socialization are also important in society, namely when individuals are in the workplace environment. This is where a person's new stage of knowing, adapting to new values and norms. Start by getting along with fellow workers. In that way, it is one of the agents of socialization in the work environment and as an example of socialization media in the work environment in the community.

2. Friendly between Coworkers

Entering the world of work, a person will start again a new habit to learn what are the important values for establishing relationships and social processes at work. That is why it is important as a socializing agent, namely in the work environment, a person is to be friendly to each other. Both to seniors, juniors and superiors in the company structure at the workplace. This is where the work environment socialization agent can be formed. Thus, that is an example of socialization media in the existing work environment and we often encounter in society in daily life.

3. Respecting the Boss or Leader in the Workplace

Not being arrogant in carrying out activities in the world of work is important. Because every employee must help each other. No less important, to respect the boss who is the leader of the company where someone works there. This work environment socialization agent is also important to implement, so that friendship, communication, and interaction can run well. That is an example of socialization media in the work environment in the daily life of Indonesian people when they enter the world of work.

4. Meet Business Partners to Establish Cooperation

One of the socialization agents in the work environment is that we will meet various business partners to establish a collaboration between companies. This is also an example of socialization media in the work environment in Indonesian society every day.

5. When Establishing Communication and Interaction with Consumers or Buyers

Not only with the boss, and fellow employees. Now where the socialization also occurs between buyers and employees in the company. For example, a consumer who buys and asks for a car for example, then there will be a social process, namely interaction and communication.

CHAPTER II

TELEPHONING

In today's highly advanced technological age, many business issues can even be clarified over the phone. Thanks to advances in technology, important business meetings can even be held over a telephone network. Conference calls even allow you to communicate with more than two people. However, as magforwomen.com reported on Sunday (June 23, 2013), making phone calls is an art in itself. Delivering information effectively and accurately is a challenge in itself, as others can only hear your voice. With the development of globalization, telephone communication is very important in the all-digital era. In many fields, talking to clients over the phone is part of nearly every job.

Telephone conversation etiquette is part of general speech etiquette, which is specifically reflected in the selection of speech formulas. A telephone conversation is a contact in time, but deep in space and mediated by a special device, the communication of the interlocutor. The distance between the interlocutor in space does not include facial expressions, gestures, indicating the presence of phrases that convey the emotional state of the partner, as well as special phrases such as: "I was surprised", "I shook my hand" In addition, telephone conversations are often restricted time, therefore, special etiquette norms of interaction with interlocutors are developed. Thanks to the phone, you can quickly solve a large number of problems. But not all of us know how to handle it competently.

In order for you to have no problems making calls, we recommend the following 4 things :

1. Do some preparation before calling

Before dialing the number you want to call, write down the points you want to deal with. This technique is the most effective way to run smoothly. Also prepare stationery such as notes and pens if you need to write down important things that the recipient of the call says.

2. Introduce yourself first

Even if you use a mobile phone, and the recipient recognizes your number, in business matters introducing yourself is still important. In addition, you also need to make sure that the recipient of the call is indeed the intended person. The next best thing to do is to ask if the recipient would take the time to chat with you. After all these steps are done, move on to the core of the conversation.

3. Submit a summary

Communication can be said to be perfect if the recipient of the phone understands well what is listening. To be sure, it's a good idea to rephrase the entire conversation in a nutshell, or ask the recipient of the call to confirm it. This ensures that both parties understand the conversation well and that no part of the conversation is missed.

4. Watch the conversation in the conference call

If the business meeting is over the phone and involves more than two people, then you need to know yourself before saying anything. And also make sure you speak in a neutral tone throughout the conversation. Remember, the conversation needs to be done in various telephone communications. If you pass the meeting at the telephone conference, provide a brief overview of the topic of conversation and other conferences.

Knowledge and application of telephone etiquette is important to lead you to a better career in the future.

Example of phone conversation:

Secretary : "Anna Petrovna Semenova, Zarya's secretary of the company's board of directors, is listening."

Customer : "Hello! This is the commercial director of the joint-stock company Azot Ivanov Ivan Ivanovich. Please let me contact Nikolai Peter. Rovic."

Secretary : "Hello, Ivan Ivanovich! Unfortunately, Nikolai Petrovic is not there. He will arrive at 2:30 pm. Can someone replace him? How is this? What's the matter?"

Customer : "I would like to speak to Nikolai Petrovich about a possible joint operation with us to procure materials."

Secretary : "I can give you the phone number of the department head who handles this kind of thing."

Customer : "Thank you."

Naturally, in every field of commercial activity there is a certain specificity in doing business, as well as ways of communicating business, both with partners and with customers. However, the principles described above offer a universal approach to managing telephone communications with customers for companies or individuals. The scope of business involves active communication between people: employees, colleagues, partners, customers and potential customers. If it is not possible or necessary to discuss important issues face-to-face, they usually use the products of scientific and technological progress: e-mail, social networks, corporate chat, telephone.

With the advent of the telephone in people's lives, communication has taken a whole new level. If earlier, in order to talk, it was necessary to meet, then the telephone set makes it possible to solve any important issue or just chat, being at a certain distance or even quite far away.

CHAPTER III

PRESENTING

Presentation is an activity where someone shows, describes, or explains something to a group of people. In the business world, the presentation of various important events such as the submission of new project proposals, new product development, market expansion, and others, is nothing new. A good business presentation will also have a good impact on the institution or institution. Therefore, business presentations must be carefully prepared so that the objectives of an effective and efficient business presentation can be achieved.

In general, business presentations have four main objectives (Djoko Purwanto, 2006) which can be described as follows:

1. Informing Business Messages to Audiences

One of the most common purposes of business presentations is to convey or inform (inform) business messages to the audience (audience). The business messages conveyed must of course be interesting, simple, easy to understand, and pleasing to the audience. Avoid forms of presentation that are boring, monotonous, unclear, and the language is difficult to understand.

2. Entertaining Audience

In addition to providing information, business presentations also have a purpose to entertain the audience. That is, to achieve the purpose of a business presentation a speaker needs to insert fresh humor that can liven up the atmosphere. However, the atmosphere in a business presentation also needs to be controlled, not to let it get out of hand so that the atmosphere is like a joke or a joke. An experienced speaker will know when to change the rhythm of a presentation and when to incorporate mood-boosting humor. The thing to remember is that the humor that is inserted in a business presentation is only a distraction and not the main thing.

3. Touching the Audience's Emotions

Apart from providing information and entertaining, business presentations also aim to touch the emotions of the audience. An experienced speaker is certainly taboo on how to convey business messages that are able to touch the emotions of the audience. With an interesting style of speech and intonation, a speaker is able to arouse the emotions of the audience. For example, a speaker may stir the emotions of the audience to be excited, moved or lost in concern, through the expressions that the speaker makes.

4. Motivate Audiences to Action

The final purpose of a business presentation is to provide motivation (motivation) to the audience to do or act according to what the speaker wants. In motivating the audience, a speaker needs to state it explicitly and not use small talk. In the sense that what the speaker wants must be explicitly and clearly included in the presentation. For example, the speaker urged the employees to reinforce their commitment to improve work discipline, increase the company's competitiveness through improving product quality and the like. In short, how a speaker is able to elicit reactions from the audience.

The best way to make an effective business plan presentation is to provide useful information through well-prepared visual aids and verbal explanations.

1. Review important business information
2. Business competitor research
3. Network with stakeholders and potential investors
4. Create a slide presentation of your business plan.
5. Practice business plan presentation

When putting together your business plan presentation, there are a few key elements to include:

- Basic information: At the beginning of your business plan presentation, provide important information about your business. This includes your full business name, logo, and your contact information as a presenter.
- Problem: Describe the problem your business has identified and a plan for solving it. Show why these are a problem and how they relate to your business goals.
- Proposed solution: Describe how your business is a solution to the problem you described in the previous slide.
- Financial approach: Provide information on how your team plans to achieve business goals while staying within budget.
- Operation plan: Describe your steps to achieve business goals. List the resources needed and describe what a workday will look like for your company.
- Marketing strategy: Describe what steps you took to market your business and how this helped achieve your solution.
- Team: List the people on your team who are working on this business plan. Include their roles and responsibilities.
- Timeline: Present where your business stands in terms of achieving your goals and outline your projections for the future.

A business presentation plan is a valuable tool that prepares you to successfully introduce information. Many entrepreneurs use business presentation plans to share their business vision and goals. The right business plan informs and engages the audience and is easy to understand.

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