**1.00**

Understand communication skills and customer relations

Notes

Two types of communication classifications:

* Internal written business communication – Employers and employees
* External written communication – clients, independent contractors, industry colleagues and other individuals not working directly for the company

Three main types of written communication in business:

* **Business letters –** can help promote the business image by communicating with the outside world
* **Memoranda (memo) –** mainly used by employers and employees to communicate information about current happenings
* **Reports –** help communicate information and data

Modern examples may extend to texts, social networking, and multimedia:

* Email is a common form of written communication in business. It’s fast and easy to use.
* Email can be used in court

Characteristics of effective written communication:

* **Clear –** Make sure your purpose and intent is clear
* **Concise –** Make sure to not be over extend it
* **Courteous –** Be polite
* **Complete –** Include all *relevant* information
* **Correct –** Use correct spelling and grammar

Criteria used to determine the appropriate format for professional writing:

For essays and reports, you…

* Similarities
  + Use easy to read font type
  + Use ready to read font size
* Differences
  + Double space
  + Indent first line of each paragraph 5 spaces
  + Don’t insert blank lines between paragraphs
  + Use conventional paragraphs

Typically for letters, emails, and memos, you…

* Similarities
  + Use an easy to read font type
  + Use an easy to read font size
* Differences
  + Single space
  + Start each line at the left margin (block style)
  + Use blank lines to separate paragraphs
  + Use conventional paragraphs *and* bulleted lists, headings, tables, charts, etc. to make information easy to find and read