

# Business Communication Skills

FS SBU

L&C





# WHAT'S IN IT FOR ME?

## Purpose:

- To learn various skills in the entire expanse of Business Communication so you can be effective in your role as a leader.

## Process – We shall:

- ▲ make use of our regular modes of communication to illustrate key points
- ▲ focus on our day to day interactions
- ▲ learn the skills through discussions and role plays



# PERSONAL INTRODUCTIONS

▲ Name

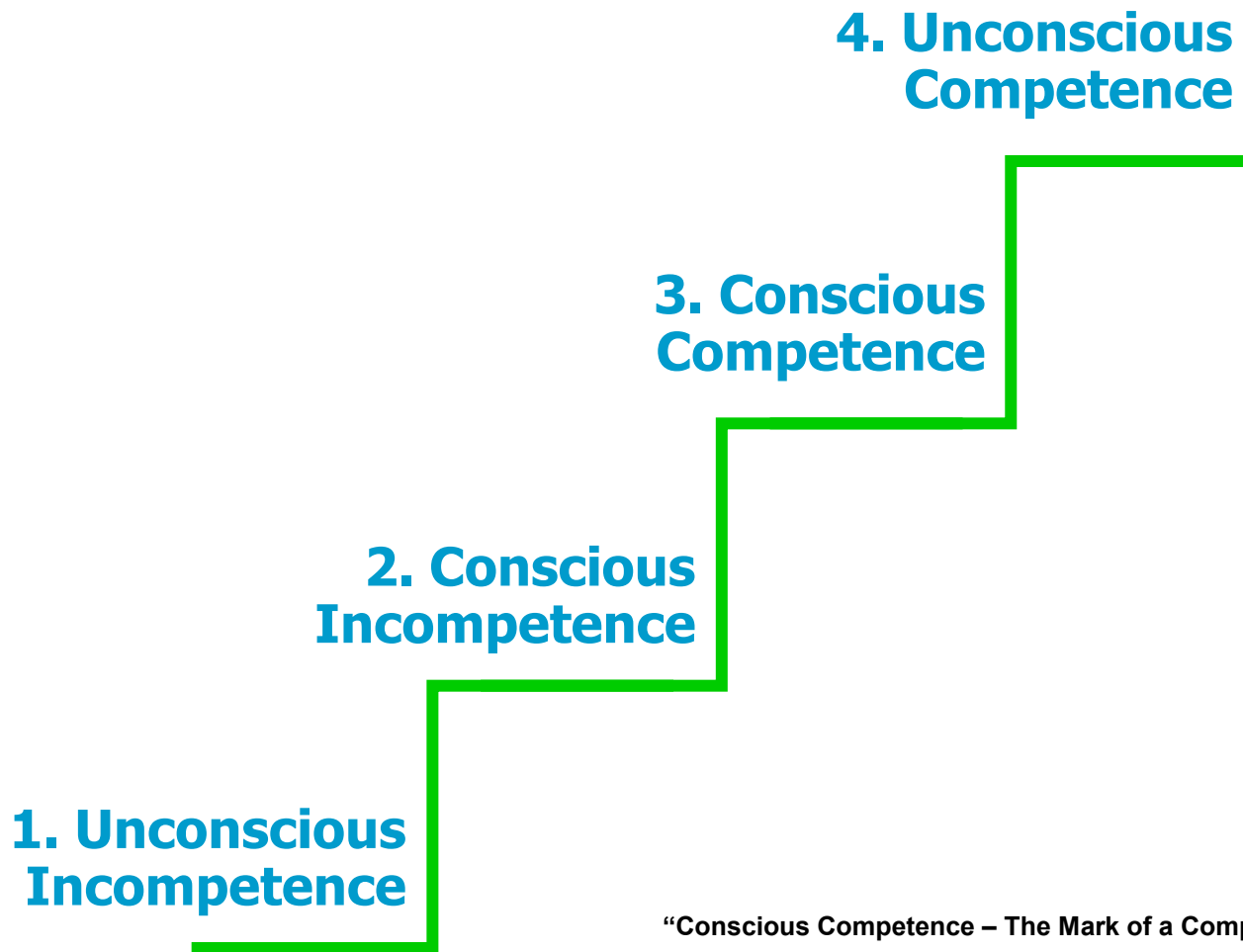
▲ Project

▲ In my Job:

I like –

I dislike –

▲ If I could take time off for 3 months starting tomorrow,  
I would \_\_\_\_\_



“Conscious Competence – The Mark of a Competent Instructor,”

July, 1979, Page 538-9.



# ESSENTIAL COMPONENTS IN THE PROCESS

- ▲ Sender
- ▲ Receiver
- ▲ Mode of Communication
- ▲ Common Language or symbols
- ▲ Feedback on the communication



# COMMUNICATION IS SUCCESSFUL WHEN...

- Receiver

- ▲ Receives the message
- ▲ Understands the message as intended by the Sender
- ▲ Has the ability to provide feedback to the Sender through the same or a different mode

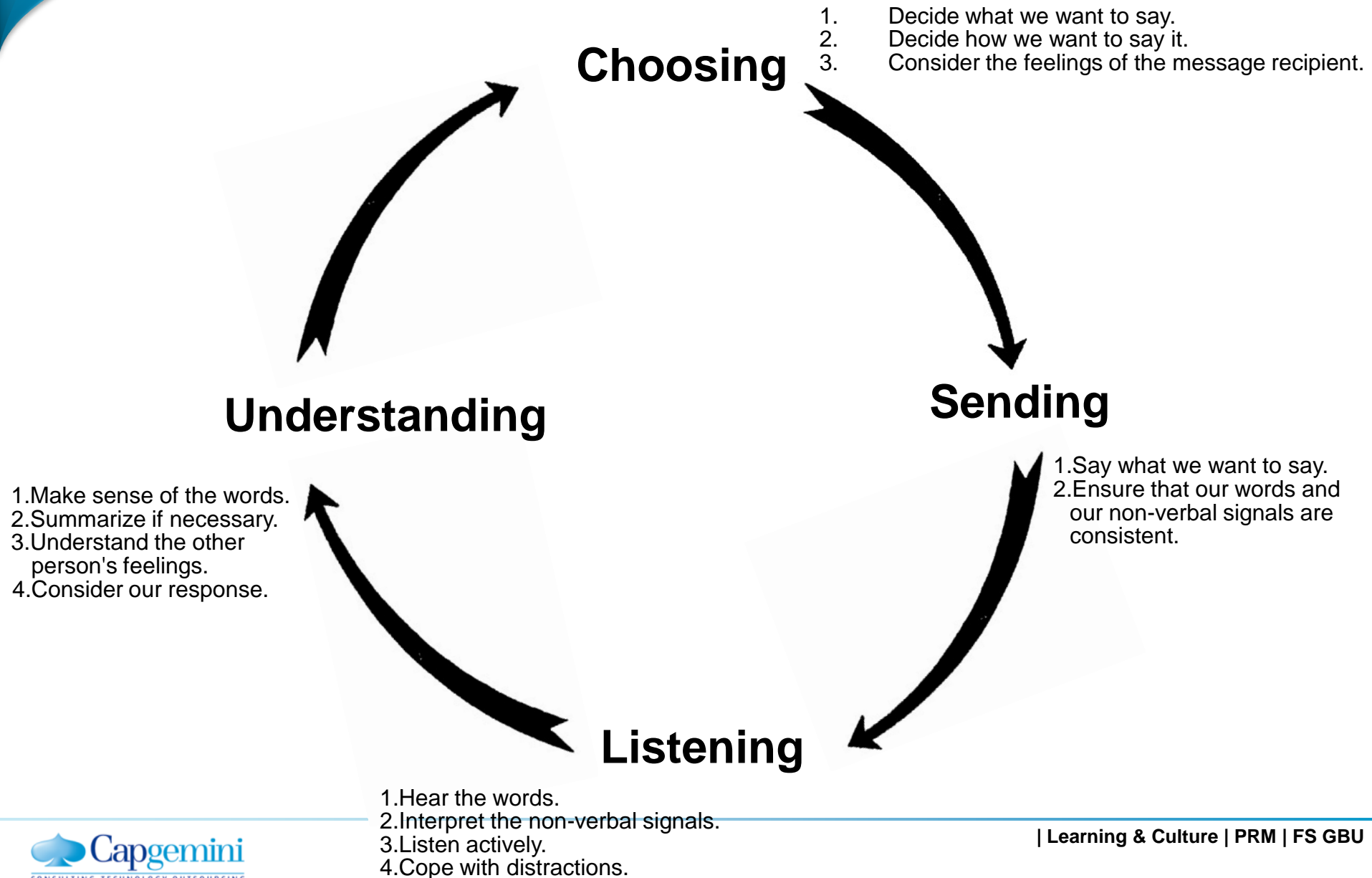


# A COMMUNICATOR

Responsible for understanding a piece of the business using information collected from the people in that business.

- Must have ability to talk to people, listen to them, and then ensure that both parties arrive at the same understanding of the enterprise.
- Required to facilitate workshops, and to use communication skills to bring the many a times disparate viewpoints to a consensus.

# COMMUNICATION; THE JOINT PROCESS







# BACKBONE OF EFFECTIVE COMMUNICATION

## ▲ Knowledge

Vocabulary

Grammar

Accent/ Cultural Differences

Industry Trends

## ▲ Skills

Delivery – interesting and impactful

Fluency

## ▲ Attitude

Positive

Empathetic



# MODES OF COMMUNICATION

## ▲ Verbal

- \*Face to Face Meetings
- \*Video Conference
- Telephone

## ▲ Non-Verbal

- Body Language during \*visual interactions
- Tone

## ▲ Written

- Emails & Letters
- Proposals
- Advertisements on Websites/ Through Brochures



Challenge



# TEAM EXERCISE - BARRIERS TO COMMUNICATION

**Make a tall list of items**



# ROLE OF COMMUNICATION IN BUSINESS

**Goal:** To create an action or a reaction in a required direction

- ▲ To market the advantages of a product/ service to prospective clients
- ▲ To trade and negotiate
- ▲ To exchange information and arrive at a Win-Win
- ▲ To add value to the business of the client
- ▲ To share knowledge and experiences



# ASSERTIVE COMMUNICATION



# ASSERTIVE COMMUNICATION

- \* A team member tells you of an idea he is excited about and requests your cooperation on the implementation**
- \* You do not like the idea**
- \* How will you respond?**



## ASSERTIVE COMMUNICATION

- ▲ Good idea. Lets do it.
- ▲ Alright what do you want me to do?
- ▲ I wish you did not ask me for feedback.
- ▲ **I DO NOT LIKE THE IDEA AT ALL.  
I WILL NOT BE A PART OF THE PROJECT**
- ▲ I understand you want to implement this idea but I think you must also consider the fact that... OR how about trying it this way...

Passive

Suggestive

Aggressive

Assertive



# Essential of Phone Communications





## PRODUCT

- Understand how effective telephone conversations impacts behaviour of others.
- Develop more confidence and skill
- Communicate more assertively and effectively
- Practice through role plays



# CONTENT

- **Stages of an Effective Telephone Conversation**
- **Matured Communication**
- **Polite ways to end a conversation**
- **Basic good manners, telephone tips**



# THE CHALLENGE ON THE TELEPHONE

Over the phone all of you have is your voice and words to make an impression.



The luxury of communicating with your facial expressions and gestures is taken away!



# STAGES OF AN EFFECTIVE CONVERSATION

## Commence

- Answer the phone as quickly as you can
- Smile and extend a warm greeting, exchange pleasantries
- Introduce yourself - state your name clearly
- Offer to assist
- Ask for the caller's name
- Record the name so you can use it throughout the conversation



# STAGES OF AN EFFECTIVE CONVERSATION

## **Assess/ Understand the Need**

- **Listen to the need attentively**
- **Take notes**
- **Ask questions to get more information**
  - **Open-ended, Alternate choice, Close-ended, Probing**
- **Go beyond and get information on any other issues faced in the recent past**
- **Clarify something you don't understand**
- **Confirm your understanding**



# STAGES OF AN EFFECTIVE CONVERSATION

## Resolve

- **Provide the solution or forward the request to a specialist**
- **Request for permission in case you need to put the person on hold**
- **State why the hold is necessary; give a timeframe**
- **Wait for the caller's permission; thank the caller**
- **Defuse negative feelings if any**



# STAGES OF AN EFFECTIVE CONVERSATION

## End

- Inform the caller of action taken or to be taken
- State the timeframe
- Tell the caller of anything he might have to do
- Offer additional help
- Indicate how to get future service
- Before hanging up, be sure that you have answered all the caller's questions
- Thank the caller
- Always end with a pleasantry: "Have a nice day" or "It was nice speaking with you"
- Let the caller hang up first. This shows the caller that you weren't in a hurry to get off the phone with them



# LANGUAGE YOU MUST/MUST NOT USE

## **Use Positive Language –**

- “I can understand how you’d feel that way”
- “I can see how you’d be upset”
- “It sounds as if we’ve caused you inconvenience”
- “What I understand the situation to be”

## **Avoid alienating the client –**

- “I don’t know why you are so upset”
- “That’s the first complaint we ever got on that”
- “I know how you feel”





## Treat the caller with respect: Be efficient, effective, empathetic and responsive

Instead of	Try
I don't know	That's a good question, let me find out for you
I/we can't do that	Here's what I/we can do.
Just a second	Give an honest answer about how long it will take you to complete whatever you are doing AND tell them what you are doing.
Hold on	Will you hold while I..
Who is this?	"May I have your name please?" or "Who is calling, please?" or "May I ask who's calling?"
So and So is responsible for that.	I'm sorry you're having this problem, what can I do to help?



# PRESENTING UNWELCOME INFORMATION

## **Acknowledge the customers situation**

- Let the customer know that you have understood the problem

## **Avoid the use of 'BUT'**

- The customer might take it as a way of saying 'NO'

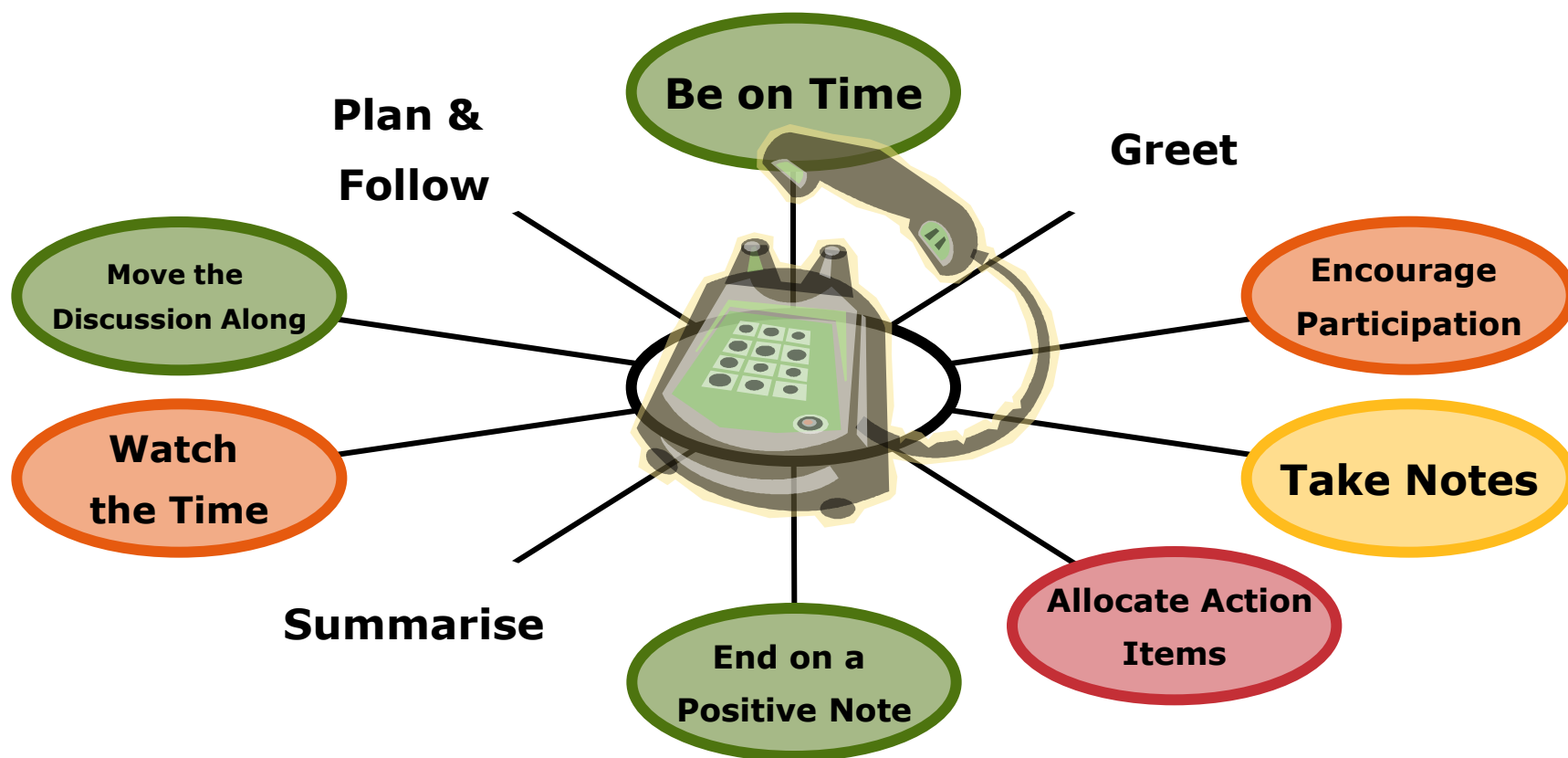
## **State reasons for negation**

- The customer has a right to know why you are saying no
- Explain the real reason for denying the request

## **Offer solutions**

- Provide options to the customer when you turn down requests
- Be resourceful

# Effectiveness over the phone



# REFLECTION IN CLASS

One thing you are going to  
take back with you...

One thing you are going to  
implement (do  
differently) in your next  
interaction with a colleague or  
a client...

Thank You For Your Time Today!

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