

## Chapter 1 : Basics of Business Communication by J.W. Strydom

*Business communication takes place every day in an organization through a variety of methods. Communication can occur in email, on the phone and in person between all members of the organization.*

Face-to-face[ edit ] Face-to-face communication helps to establish a personal connection and will help to sell the product or service to the customer. Conflicts are also easily resolved this way, as verbal and nonverbal cues are observed and acted upon. Communicating professionally is important as one is representing the company. Speaking clearly and asking questions to understand the needs and wants, let the recipient respond as one resolves the issue. Decisions are made more confidently during a face-to-face interaction as the recipient asks questions to understand and move forward with their decision. Email[ edit ] When using email to communicate in the business world, it is important to be careful with the choice of words. Miscommunication is frequent as the reader does not have access to the nonverbal cues that are available in face to face spoken communication, the pitch, tone, body language and facial expression. Before someone begins writing an email, they should make sure the email address one is using is appropriate and professional, as is the message one has composed. They should smile and have a positive attitude as the recipient will be able to read the caller and that will affect how they react. When leaving a message, make sure one is clear and brief. One should state their name and who they are and the purpose for contacting them. If replying to a voicemail, try to respond as soon as possible and take into consideration the time of day. Also be mindful of where one is and the noise level as well as the people one is around when trying to reach someone by phone. The enticing message prepares the person to speak to the representative. It may be that the person is not interested based on what one had said in each voice message. Always be polite and accept that one may have many more to call. If the individual is reached, one might ask if there might be someone better suited for the advertised program. If one is calling and leaving voice messages, include time of availability for callbacks. There is nothing worse than a callback coming to one when one is not available. Use the telephone as a great communication tool. Listening[ edit ] When listening to another employee or customer it is important to be an active listener. Here are some obstacles that you might have to overcome: This method includes four steps in order to produce good listening skills and the ability to respond with an educated statement. The four steps to this method are: Listen Think Speak Doing all of these things while showing good eye contact and body posture will assure the speaker that they are getting full attention from the listeners. Choice of means and mode of communication “ Choosing the right means and mode of communication plays a vital role in the effectiveness of the message being communicated and such a choice depends on various factors such as: Organization size and policy “ If the organization is small, probably more communication will be oral, than in larger organizations where it may be in writing. Cost factor “The main point to be considered here would be to evaluate whether the cost involved in sending the message would be commensurate with the results expected. Nature of message “ Whether the message is confidential in nature, urgent or important etc. Distance involved “ Whether the message to be sent is also another vital factor which could influence the choice of means and modes of communication. Therefore we can see that the choice of a particular mode and means of communication will depend on a case to case basis and is influenced by various factors. Choosing communication media[ edit ] When choosing a media of communication, it is important to consider who are the respective audience and the objective of the message itself. Rich media are more interactive than lean media and provide the opportunity for two-way communication: From Richer to Leaner [6] Face-to-face meeting.

## Chapter 2 : Forms of Business Communication – Information Science Today

*Through nine previous editions, Basic Business Communication has been popular for its ability to provide readers with solid how-to skills in every area of business communication. This latest edition examines current technologies including wireless, Net meeting, and Web-based research. A stimulating.*

Forms of Business Communication Defining and having corporate objectives provides two major benefits. First, you will be more efficient because you will no longer waste time writing or presenting material unless you have a clear reason for doing so. Second, you will be more effective because formulating objectives precisely will help you communicate more clearly. The time needed to define the objectives will obviously vary: The purpose of all business communication is to further corporate objectives of the company or the organization. Time at workplace is generally too short and valuable to waste on communications which do not achieve this goal. Types of business communication

**Communication in General** Basically, the word communication refers to the exchange of information and ideas between two individuals or business organizations about their needs, aspirations, or perceptions, in words, action or symbols, provided the content must mean the same for the receiver and sender. Communications can be of a local or international flavor, in spoken or alternative modes, and depend on conformist or unconventional signals in non-linguistic or linguist forms. History of Communication Centuries ago, a phonetic alphabet form of communication existed among the ancient Greeks, followed by several books based on the principle of written communication; this was the cornerstone of the first library of the Greeks. Similarly, communication became a hassle in the old communist China, not only within the various branches of the exhaustive government, but also in the interaction between the Chinese people and the government, consequent to which China launched its postal services. However, after the advent of the printing press and paper, communication became much simpler. The principle of communication today still follows a blend of the age old traditions of written and oral forms.

**Business Communication** In business, communication is a channel that helps in promoting a service, product or the organization, with the sole intention of closing a sale. Businesses use a variety of media for communication, including the radio, outdoor ads, television, the print, the Internet and even the spoken word by word of mouth. Advanced Communication skills have achieved an exalted status in business etiquette and interpersonal skills, and employees and managers in every organization hone their communication skills for a better mutual understanding and engagement, not only for internal purposes, but for stakeholders outside as well. Providentially, the business environment offers a variety of communication modes for the senders and receivers of messages to satisfy their communication needs.

**What is a Business Organization?** A bank would be an excellent example of this arrangement. You could also refer to it as a pact in society between individuals or groups that found activities and relationships on a social, religious political or commercial platform. Its main functions are to exchange information and options, drawing up proposals, plans, and agreements, implementing decisions, forwarding orders or fulfilling them and in general, carry out sales. Organizational activity is the bloodstream of an organization, and all activities end when communication falters. It also serves to increase turnover and profits.

**Under Internal Communication, you have**

**Upward Communication** This represents the information flow from lower down in the hierarchy to those in higher positions, thus preventing the organization to experience a vacuum in terms of not only the proper receipt of information, but also solutions to other problems that the company may face.. Undoubtedly, communication is a two-sided sword, but for it to work efficiently, information must originate at the bottom, and move upwards. The benefits of upward communication to the staff include the exchange of ideas and information, heightened staff enthusiasm, job satisfaction and the provision of feedback.

**Downward Communication** The flow of information and instructions from the top levels of the organization to its lowest levels, detailing the mission and the policies, is normally referred to as downward communication. These may be in the form of specific instructions or guidelines to complete a full project. However, you must start establishing the procedure only after the upward communication has been successfully instituted. This information flow can be used to pass on important matters and instructions, announce decisions and promote mutual discussions, cooperation, and

morale, enhance efficiency and obtain feedback. Assigned work is best completed when employees at the same level, cooperate. This kind of communication helps solve problems by enhanced teamwork, boosting efficiency, completing tasks and building goodwill. External Communication External communication refers to communication by company supervisors with agencies outside the company, for example, with customers and vendors. This kind of communication and useful interaction can lead to operational efficiency, market credibility, goodwill, corporate image, customer satisfaction, organizational goals, leading to performance, increased sales volumes, followed by a strong profit showing. Most of this external work is done by marketing departments who target markets in pursuit of a larger share of business and the purchase executives who are always sourcing better quality inputs at lower prices. Some of the other facets of communication are enumerated below: Once this is achieved, further discussions can be held at any time without inhibitions. You can also make your pitch in a manner that will directly convey your feelings, passion and commitments to an individual or at a group meeting. Most experts opine that this is the best form indeed to make an impression the vital points pertaining to your company your audience. Phones The phone is a more personal form of communication than the email, and can add a personal touch to messages of complex nature that need the clarity of a phone call to explain some intricacy involved that cannot be put into a message. Verbal Verbal communication includes direct face-to-face meetings, meetings, video conferencing and telephoning and may well be an excellent communication mode by reading the inferences you make out of the non-verbal or verbal responses of a message. Additionally, it puts the message receivers at ease to pose questions to the sender and obtain his feedback, thus saving on response time and decision making. Of course, with the increased use of the verbal communication, you can see problems like language, social and cultural barriers and time difference in the different Eco zones cropping up often. You have to overcome these hassles to make a meaningful and useful message sans the least bit of confusion and complexity. Written Form of Communication Several forms of communication including formal letters, posters, business memos, bulletin boards and other diverse forms of communication form part of the written form of communication. This is a good choice for those wanting to convey the same message in writing to several people at different locations. They can send also technical messages with images and charts to make it easy for the recipients to analyze and comprehend. Another advantage of a written message is its paper trail that necessitates the recipient to receive and acknowledge it. Such messages are also created for purposes of a record of corrections or for legal purposes. Electronic Form of Communication The continuous evolution of technology has had a profound effect on the way business communications are conducted these days, including web conferencing, email, social networking, text messaging, chat and online organizational websites. Most companies resort to electronic messaging to communicate quickly with multiple recipients outside like stakeholders who can include employees, creditors, shareholders, unions, suppliers and the community in general, at low cost. Different forms of electronic communication are used by organizations to communicate with or send messages not only to diverse demographic clusters, but also individuals and organizations in the international arena. Though it may appear less personal than a face-to-face meeting or even a phone call, e-mail gives you the opportunity to send documents, pictures or videos at the flick of a mouse, with the same credibility as faxing it or delivering by hand. However, one must take utmost care to write the mail clearly to avoid ambiguity and misunderstanding between the sender and multiple recipients, which could forge a weak point in this mode of transmission. Such a mode of communication permits one sender to send information to a cluster of destination computers simultaneously Multicast communication using the IP multicast in the Internet layer or send communication on a real time point to point basis using an IP protocol with a serial interface for communication between two computers. Web conferencing applications can include lectures, training, presentations and the like between computers that are web connected. Social Networking Services This is an ideal web based platform facilitating the sharing of social relations among likeminded people with similar interests. The participants in this platform create a public profile and a user list, share information and interact with each other on this social network, using the e-mail and instant messaging services like Facebook, Twitter, and mobile messaging like WhatsApp etc. Text Messaging Sending concise electronic messages from one mobile phone to another or using a portable device connected to a phone networking system is usually referred to as texting or text

messaging. The original SMS or the short message service has now evolved into the MMS or the messages that contain sound, video and images. The one who sends a message is called a Texter. You can also interact with automated systems or for participate in competitions using text messages. Direct text messaging is also useful to Service providers to send out information about bill payment, offers and the like. An Online Website An online website is a set of web pages served by a single web domain. Most people get hosting from a minimum of one web server that you access through the Internet or a private local area network using an address of the Internet called the URL or the Uniform Resource Locator. This form of communication alludes to. You must understand that this communication must not be confused with online text based communication forms like the e-mail and forums. Both point-to-point and multicast communications are served by online Chat, which can also be useful in web conferencing. Online Chat Rooms are a form of synchronous or asynchronous conferencing, which can allude to online interaction and real time online chats on online forums with total strangers as well as with challenging social environments Graphic People use a chat room primarily for sharing text information with other user groups, unlike the instant messaging mode that mostly facilitates only a one to one interaction. Chat rooms facilitate interaction on a diverse range of subjects and share use of new advanced technological evolution for using webcam and file sharing.

## Chapter 3 : Business Communication | Types of Business Communication | Notes Desk

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This can only happen when those you work with feel secure and comfortable. Although basic business etiquette may vary from country to country, some principles stand the test of time and geography. Arriving at a meeting exactly at the appointed time can make you feel rushed, and you will look it. Time is a commodity; by being punctual, you show you respect others. Dress Appropriately While appropriate dress certainly varies from field to field and climate to climate, some things remain the same. Clean, pressed clothing without any loose threads or tags and relatively polished, closed-toe shoes are a must. Look at the people around you for ideas on what sort of clothing is standard. When in doubt, ask human resources personnel when you get the job or discreetly ask someone you work with. Your good manners show that you acknowledge those around you and are considerate of their presence. Avoid discussing political or religious matters. Keep the conversation focused on noncontroversial topics, so your co-workers find you easy to talk to. That sort of diplomacy is the basic idea of business etiquette. Avoid Gossip or Eavesdropping Gossip and eavesdropping are childish behaviors that have no place in the workplace. If you hear a rumor about someone in the workplace, do not pass it on. Show Interest Showing interest goes beyond business etiquette into general politeness, but it bears repeating: When speaking with someone, show you are truly engaged. People will remember how you make them feel, and nobody wants to feel as if they are ignored. Say hello with a firm but quick handshake. Hugs or other types of affection that you share with friends and family are out of place in the workplace. Introduce Yourself and Others Sometimes you can tell people do not remember your name or position. Introduce or reintroduce yourself quickly if that seems to be the case. If you are with a co-worker who is new, take the time to introduce him to others. It helps to have a friendly person make you feel comfortable in the office. Do not do this. Demonstrating you are an attentive listener is the backbone of diplomacy. Mind Your Mouth Using vulgar language is a surefire way to become unpopular in your workplace. Vulgar language includes swear words and judgmental language. Business etiquette requires being constantly mindful that you are in a diverse environment with people you do not know on a personal level. Speak as though someone from human resources is always listening. Consume Correctly If you attend an after-hours work event, do not drink too much alcohol. At the heart of these 10 basics of business etiquette is diplomacy. Taking care to treat everyone as the valuable people they are says a lot about who you are as a person. That is the kind of care people notice and want to be around. Embrace the basics of business etiquette to become a lasting employee or to advance through the corporate ranks.

## Chapter 4 : 9 Most Important Business Communication Skills

*Basic business communication by Raymond Vincent Lesikar and a great selection of similar Used, New and Collectible Books available now at [theinnatdunvilla.com](http://theinnatdunvilla.com)*

Here is an introduction to basic communication skills to help you communicate more effectively at work and in your personal life. For a step by step approach, download our Communications Pack. If you have something important or sensitive to say, meet the other person face to face if possible. You can check their body language, to see how they are reacting to your message. Be conscious of your own body language, as Perception is Greater Than Reality.. You may be slumped in a chair because you are tired after a long day. The other person might pick that up as a lack of interest in what they have to say. Eye contact, facial expressions, posture, gestures, dress etc. Tone of Voice Focus on the following four aspects to improve this important basic communication skill: A lower pitch can sound more authoritative and knowledgeable. Politicians often work to lower their voice pitch. If you are naturally quiet spoken, it can be interpreted as a lack of confidence and timidity in certain situations. Similarly, if you normally speak at a high volume, reducing it may make you sound less aggressive to some people. If you find yourself in conversation with someone who is shouting, raise your voice to match theirs and gradually reduce it - they will follow. Put emphasis on certain words when you speak, to convey passion, enthusiasm and add meaning to what you are saying. Take care that you pace what you are saying to allow the message to sink in. Avoid racing through the message or speaking so slowly that the other person loses interest. Here are some tips: Connect better with others by helping them to visualise what you are saying. For example, instead of: Your brain is like a Google Search Box; the better the questions, the better the response. What steps can we take to make even greater cost savings? Empathy So what is empathy? You recognise the feelings and the situation that the other person finds themselves in. Empathy involves being trustworthy, confidential and non-judgemental. You can develop empathy with someone if you share common values and experiences. It is not sympathy, where you may end up supporting a negative frame of mind and making the situation worse. It is also not apathy, where you show no interest in the situation or the feelings of the other person. Check our Empathy Blockers page for more advice on building your empathy skills. Active Listening Active Listening involves reflecting back the feelings and the situation that you believe the other person is experiencing, to check that you have understood them correctly. It is closely linked to empathy above and is a basic communication skill that can be developed with practice, and is very useful in an emotionally charged situation. It allows the other person to vent, and as you are not adding your point of view at this stage, you avoid the danger of "saying the wrong thing" and making the other person even more upset. You Might Also Like.

## Chapter 5 : Basic Communication Skills for Managers

*Basic Business Communication: 7 Self-Test Questions to Freshen Your Communication Skills* Effective managers understand basic business communication. It's not about whizzy powerpoint slides or wordy reports.

It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management Planning , Organizing , Staffing , Directing and Controlling cannot be performed well without effective communication. Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are verly large and involve large number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the oragnization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large for example between management and trade unions. It is essential for success and growth of an organization. Communication gaps should not occur in any organization. Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization. Business Communication can be of two types: Oral Communication - An oral communication can be formal or informal. Generally business communication is a formal means of communication, like: An example of Informal business communication would be - Grapevine. Written Communication - Written means of business communication includes - agenda, reports, manuals etc.

## Chapter 6 : Basic Business Communication Skills | ETI Continuing Education

*In today's business world, much of our communication occurs in written form - via email or business letters, and we're going to review skills that are essential for your written communication to be taken seriously and viewed as professional.*

Here are 9 communication skills every professional should master. The ability to listen to and incorporate other views in your communication. Listening shows you value opinions outside of your own and are open to new concepts. As a result, your audience views you as an equal partner and you can come to a solution that benefits the greater good. Using specific data and examples in written communication to make a solid case, and communicating proposed action items. Written communication for business should be brief but informative, and helps an audience focus on only the most important points. Good written communication also includes adequate follow-up, which closes the communication loop and shows proactive activity towards goals

**Verbal skills:** The ability to communicate information ideas, thoughts, opinions and updates in a clear manner verbally. Verbal communication allows employees to engage with one another in-person and come to a mutually agreeable consensus. Building trust and strong relationships with key stakeholders in a business. Interpersonal communication means connecting on more than business level, but a personal level as well. Effectively communicating with others who may have different opinions and skill sets. In a business setting, this means putting aside personal differences and working toward a common goal. For teamwork to be successful, all parties must recognize that combined efforts are worth more than individual contributions. Presenting information and ideas to an audience in a way that is engaging, motivating, and effective. This method of business communication allows one individual, or a group of individuals, to share evidence to support an idea or argument. A good presenter is also a good storyteller, using data, stories and examples to influence an audience to act toward a desired outcome. Persuading stakeholders to pursue an idea, decision, action, product or service. Selling skills extends beyond just those whose jobs fall under the sales department. Employees with selling skills can use these skills to influence other employees to buy into a project, team members to choose a side, or executives to offer new products or services. Displaying business value and encouraging others to enter into your business network. A large business network can also be a safety net, and means you have more people to rely on when you require help, information or services. First, identify which of these skills are your weakest, and then create a plan on how to improve these communication skills to work smarter and more effectively. Which of these skills do you have the most difficulty in mastering? New to this site?

## Chapter 7 : What is Business Communication

*Harris English Lecture 1: Business Communications Basics. 1. Basic reasons for developing strong communication skills. A. Employers look for good communication skills.*

## Chapter 8 : Basic Business Communication by Raymond V. Lesikar

*Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management (Planning.*

## Chapter 9 : Top Business Blogs for Better Communication Skills in the Workplace

*Basics of Business Communication is an easy-to-read book that teaches readers the basics of business communication. Written with the South African employee in mind and for students studying business communication for the first time, the book begins by explaining the foundations of business communication.*