

1.1 WHAT IS BUSINESS COMMUNICATION?

Business communication is a method of communication used by businesses to deliver or process information to their customers, employees and more. That can include sending out information between different departments, internal communications, closing business deals, or simply marketing for the business. Communication is a two-way process. It's an ever-evolving systematic process that involves speaking, listening, and understanding. It could be verbal, nonverbal, or digital communication.

The word 'communication' is derived from the Latin word, '*communis*', which means common. Communication means to tell, share or spread information. W.H. Newman and C.F. Summer define communication as an exchange of facts, opinions, ideas, or emotions between two or more persons.

Business communication typically includes everything from making or reading reports, giving instructions, ideating, making suggestions, and even the way employees feel about things. According to psychological experts, people make most decisions based on how they feel and accordingly voice their opinions in team meetings.

1.2 TOP BUSINESS COMMUNICATION SKILLS

The main business communication skills are as follows:

1. VERBAL SKILLS

A study by the University of Missouri a few years ago said that most people spend 30% of their working hours speaking. This fact highlights the importance of verbal communication at workplaces. It's among the easiest ways of sharing ideas, opinions, and feelings with others.

Goal, Recipient, and Tone - these three elements bring clarity and make your writing more effective. The first step to effective writing is to identify the goal of one's communication. But having a goal isn't enough; s/he also needs to know his/her recipient.

And finally, the tone of one's communication is important. It's important to be confident, but not overconfident; to be polite and sincere; to emphasize key points, and to be respectful. In general, in any business communication, it's also good practice to be empathetic.

2. LISTENING

While speaking constitutes a large part of the work lives, listening takes the larger share. It is estimated that one spends about 45% of their working hours listening to others. But that does that make one a good.

Listening is more than paying attention to what others are saying. It's also about noticing the body language of the speaker to gauge their emotional state. For instance, eye contact with the audience can establish that the speaker is confident and knows her subject well. A speaker who slouches and avoids making eye contact, however, may be judged as being less confident or even uninterested in giving a speech.

3. WRITTEN COMMUNICATION

Emails, reports, and presentations are usually an integral part of our professional lives. And however daunting it may seem, having written business communication skills is essential in today's business world.

It's crucial to treat electronic and manual written communication more formally. Many organizations have set structures for reports, presentations, and even email conversations with clients. This makes it easier for employees to draft documents clearly and concisely.

4. INTERPERSONAL COMMUNICATION SKILLS

If teamwork is the heart of any organization, strong interpersonal skills are the blood flowing in it. Strong interpersonal communication skills allow employees to find common ground, understand others' points of view, and show empathy. The result: a strong bond among the team members.

1.3: FEATURES OF BUSINESS COMMUNICATION

Followings are some features of business communication:

1. PRACTICAL

Effective business communication considers all the practical aspects of any information. It helps facilitate a clear understanding of any topic and avoids impractical and unnecessary information.

2. FACTUAL

Business information contains a lot of facts and figures. Including the right points and pertinent facts in the workplace conversation makes work more meaningful and effective.

3. TARGET-ORIENTED

Any communication is always received well and is successful when it includes the objectives of the targeted audience.

4. CLEAR AND BRIEF

People appreciate simple, clear, and brief communication. Business communication that is free of jargon and obscure technical language is more effective.

5. PERSUASIVE

Efficient business communication easily achieves the goal of persuading people. For example, a motivational speech by a CEO can encourage the employees to put in their best. Or an articulate salesperson will have no trouble persuading a customer to buy a product or service.

2. IMPORTANCE OF BUSINESS COMMUNICATION

Communication is obviously necessary to do any kind of business. Business employees communicate with customers, employees, suppliers, other businesses, and the community at large. Here are all the reasons why communication is so important in business.

1. Communication reinforces brand messaging
2. Communication builds customer relationships
3. Communication boosts creativity and innovation
4. Communication encourages feedback
5. Communication boosts employee morale

1. Communication Reinforces Brand Messaging

With every public or private communication, people give away information about the Business, whether they realize it or not. That's why it's important to establish a business policy on how to communicate to customers. With customer knowledge in hand, people can develop an approach to communications that defines and reinforces that particular business.

2. Communication Builds Customer Relationships

Relationships, especially with customers, are incredibly important in today's business world. Communication is key when it comes to building strong relationships and will ultimately benefit business. Using positive language in emails and negotiations is a good way to keep a potential customer happy and feel comfortable with the business. Sending personal notes or offers to a prospect on their birthday or another significant date (without attempting to sell them anything) is a great way to build a solid client relationship and keep them content while doing business with you.

3. Communication Boosts Creativity and Innovation

Giving the employees and customers the freedom to express ideas without the fear of judgment is important when it comes to business communication. This way creativity and innovation can develop and good business ideas can become great ideas. If something is not working as it should, the problem is only likely to come up if the employees feel comfortable sharing feedback. Open communication is also crucial when it comes to

creating new promotional sales, improving products and services, analyzing customer feedback, making informed decisions, and sustaining business.

4. Communication Encourages Feedback

Encouraging feedback from employees and customers is incredibly valuable to maintaining and improving your business. Customer reviews can also put your business out there to new potential customers and help the company grow and profit. Communicating with the customers about their experience with your product or services not only gives the opportunity to develop further, but also helps build trusting relationships and returning business.

5. Communication Boosts Employee Morale

Customers are not the only beneficiaries of effective communications. The employees benefit as well, and it shows in the numbers. The increased employee engagement that comes with open communication can positively impact the bottom line of profit.