

BUSINESS COMMUNICATION

Revision (All Remaining Topics)

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7Cs OF EFFECTIVE COMMUNICATION

1 Clarity :

- Clarity is the soul of a message. It means the accurate transfer of ideas from the sender's side to the receiver. Every message should be conveyed in a clear manner. Clarity comes through clear thinking. A good message shows the idea directly and clearly.

2 Correctness,

- Language experts say that writing is art but difficult. There is no shortcut to being a good writer. It is learned through consistent practice and constant struggle. The message being communicated must be correct. Correctness refers to correct grammar, punctuation, and spelling

3 Conciseness,

- The beauty of diction lies in its conciseness. Conciseness means brief and complete. Be as brief as possible. But it must not be so brief as to be discourteous.

4 Courtesy,

- Courtesy is the most important quality of the messenger. “Everyone gains where courtesy reigns” is an old but wise saying. Courtesy means politeness. It is an attitude that shows respect for others. It helps in building goodwill.

5 Concreteness,

- Communicating concretely means being specific, meaningful and clear. Vague and general messages result in no response. It helps the receiver to understand the exact idea. Concrete use of available facts and figures adds to the authenticity of the message.

6 Consideration

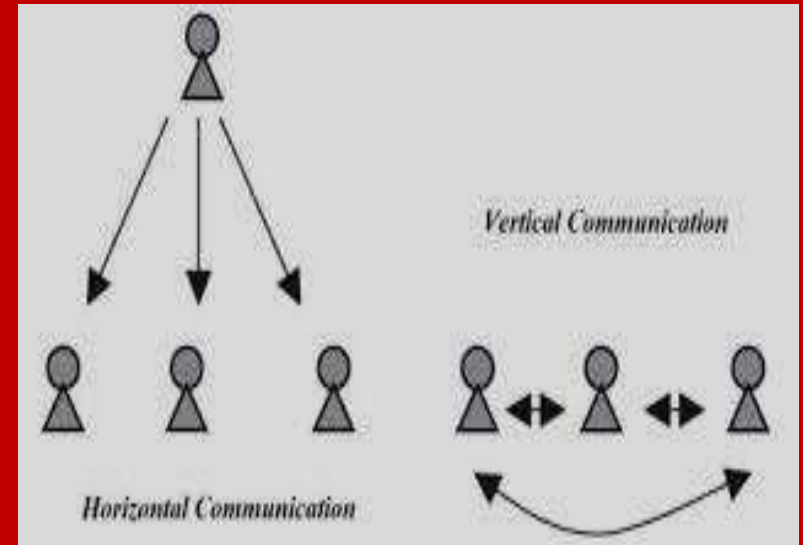
- Consideration is to put you in the place of the receiver. It means preparing every message with the message receiver in mind. This mode of consideration is called “you attitude”.

7 Completeness.

- A message should be complete to bring the desired result. A complete message contains all the facts required by the receiver. The receiver's reaction to an incomplete message is often unfavorable. An incomplete message shows negligence and carelessness of the writer.

Vertical and horizontal communication structure

- While horizontal communication refers to the exchange of information between employees, departments and teams within the same level on the organization structure, vertical communication is the information transmission between various levels



Effective listening

- **Effective listening is actively absorbing the information given to you by a speaker, showing that you are listening and interested, and providing feedback to the speaker so that he or she knows the message was received.**

Barriers to listening

- External Distractions.
- Speaker Distractions.
- Message Intent/Semantics.
- Emotional Language.
- Personal Perspective.
- Rate of Speech and Thought

Format of Sales Letter

Sales Letter

Your Name
Street Address
City, State, Zip Code

Date: DD/MM/YYYY

Recipient Name
Title
Company Name
Street Address
City, State, Zip Code

Dear (Recipient Name/Title)

In the first paragraph, you may thank the recipient for doing business with you and ensure them to satisfy with quality of work you will offer them.

In the second paragraph, you should write about the services you will provide them including time, quality, rates, total payment, benefits of the reader etc. Make sure to provide your contact details to contact you for future considerations. Write your account number or mode of payment for making payment for the sale.

Encourage the reader to communicate his future needs regarding the deal in the last paragraph and make them feel confident that their needs will be fulfilled by you. Once again thank the reader for doing business with your _____ (Company Name).

Sincerely,

Your Name
Title

Enclosure

Memorandum

- A memorandum (memo) is used to **communicate something of immediate importance to people within a business or organization.** A memo also can be sent to people or firms that have close or long-standing relationships, such as vendors or consultants. Like a business letter, a memo is a permanent record of your communication.

Type of Profile	Dimension	Meaning	Story line	Purpose	Domain	Length/Pages
Bio-Data	2 Dimensional	Biological Data	Past+Present	Recruitments that need biological data like height, weight etc	E.g: Armed Forces	Mostly Single Page
Resume	2 Dimensional	French word meaning: Summary	Past+Present	Any Recruitment	Any	Mostly Single Page
CV (Curriculum Vitae)	2 Dimensional	Latin word meaning: Event Pertaining to Life	Past+Present (in detail)	Any Recruitment	Any	Multiple Pages

