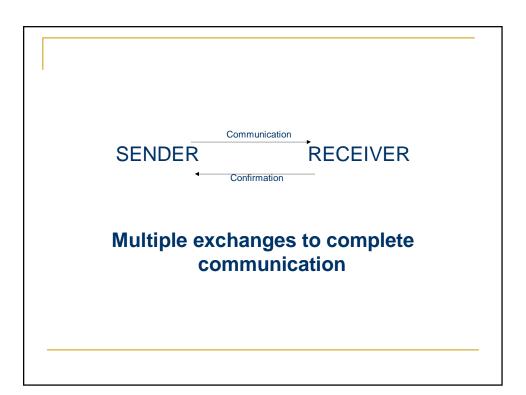
Business Communication

By: Zaheeruddin Dar

Small Business in a BIG WORLD

What is Communication?

- Two way process of reaching understanding
- Code Encode Information
- Create Share Meaning
- Confirmation



Barriers to Communication

- Language
- Cultural Attitudal Prejudice
- Psychological
- Status Differences
- Background
- Perception Differences
- Physical
- System Design Overload
- Information Gaps Inconsistency
- Technical Jargon

Overcoming the Barriers

- 5 Ws of Communication
 - Why do we communicate?
 - What do we communicate?
 - How do we communicate?
 - With whom do we communicate?
 - Where do we communicate?

PLAN YOUR COMMUNICATION

Business Communication

- Written
- Verbal
- Non-articulation forms

Written Communication

- Business Cards, Letterheads, Brochures, Catalogues, Fact Sheets, Websites, Advertisements
- Drawings specification sheets
- Letters, Memos, Emails
- Work Orders
- Instructions
- Manuals

Contd...

Written Communication

- Invoices, Letters of Credit (L/Cs), Other financial instruments
- Packing lists, Labels, Markings
- Contracts
- CRM System
- VRM System

Verbal Communication

- Interviews
- Instructions
- Telephone, Skype
- Meetings
- Negotiations
- Visitation
- Training

Non-articulation form

- Supervision Presence
- Clothing Appearance
- Mannerism Conduct
- Greetings Opening up
- Posture Balance

Internal Communication

- Employees
- Within departments
- Intra departmental
- Management Information System (MIS)

External Communication

- Banks
- Logistics companies
- Governments
- Customers
- Suppliers

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WANT TO DO BUSINESS?

COMMUNICATE

NO COMMUNICATION

NO PARTICIPATION

Thank You.