
Business Communication

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Small Business in a BIG WORLD

What is Communication?

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



Multiple exchanges to complete communication

Barriers to Communication

- Language
- Cultural – Attitudinal – 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
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Verbal Communication

- Interviews
 - Instructions
 - Telephone, Skype
 - Meetings
 - Negotiations
 - Visitation
 - Training
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Non-articulation form

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

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

- Banks
- Logistics companies
- Governments
- Customers
- Suppliers

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WANT TO DO BUSINESS?

COMMUNICATE

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NO COMMUNICATION

NO PARTICIPATION

Thank You.