

Business Communication

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1. Introduction to Business Communication

This module introduces the basics:

- a) Good Communication Vs Effective communication
- b) When Do We Not Communicate
- c) We Cannot Not Communicate
- d) Communication is not what we say, it is what the other person understands

2. Rules of Written Communication

- a. Understand your audience
- b. Write with Clarity
- c. Get to the Point
- d. Basic Grammar
- e. Tone in email
- f. Power of Words
- g. Customer Service

3. Email Etiquette

- a. Fields required
- b. Subject lines
- c. Body – How to stay focused on what you really want?
- d. Salutations
- e. Message content – Putting it all together!
- f. Work with examples
- g. Capitalization
- h. Punctuation
- i. Exclamation marks
- j. Ellipses and dashes
- k. Aggressive punctuation
- l. Abbreviations & emoticons
- m. Responding to careless e-mailers
- n. Drafting –
 - i. Getting to the point
 - ii. Order of ideas
 - iii. Development/ Bulleting
- o. Sentence structure –
 - i. Sentence variety
 - ii. Comma splice
 - iii. Passive voice Word choice
 - iv. Vague language
 - v. Too few words

- vi. Editing techniques
- vii. Proofreading/ Spell check/ Editing partners/ Breaks

4. Knowledge Etiquette

- a. When to talk and when to eMail
- b. How to Stay in Dialogue When You are Angry, Scared, or Hurt

5. Chat Etiquette

- a. Know the offer / services
- b. Know your resources

6. Behaviour tips

- a. Focus on solving the issue
- b. Leave your attitude at the door
- c. Listen patiently
- d. Be cheerful and polite
- e. Dos and Don't's



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