



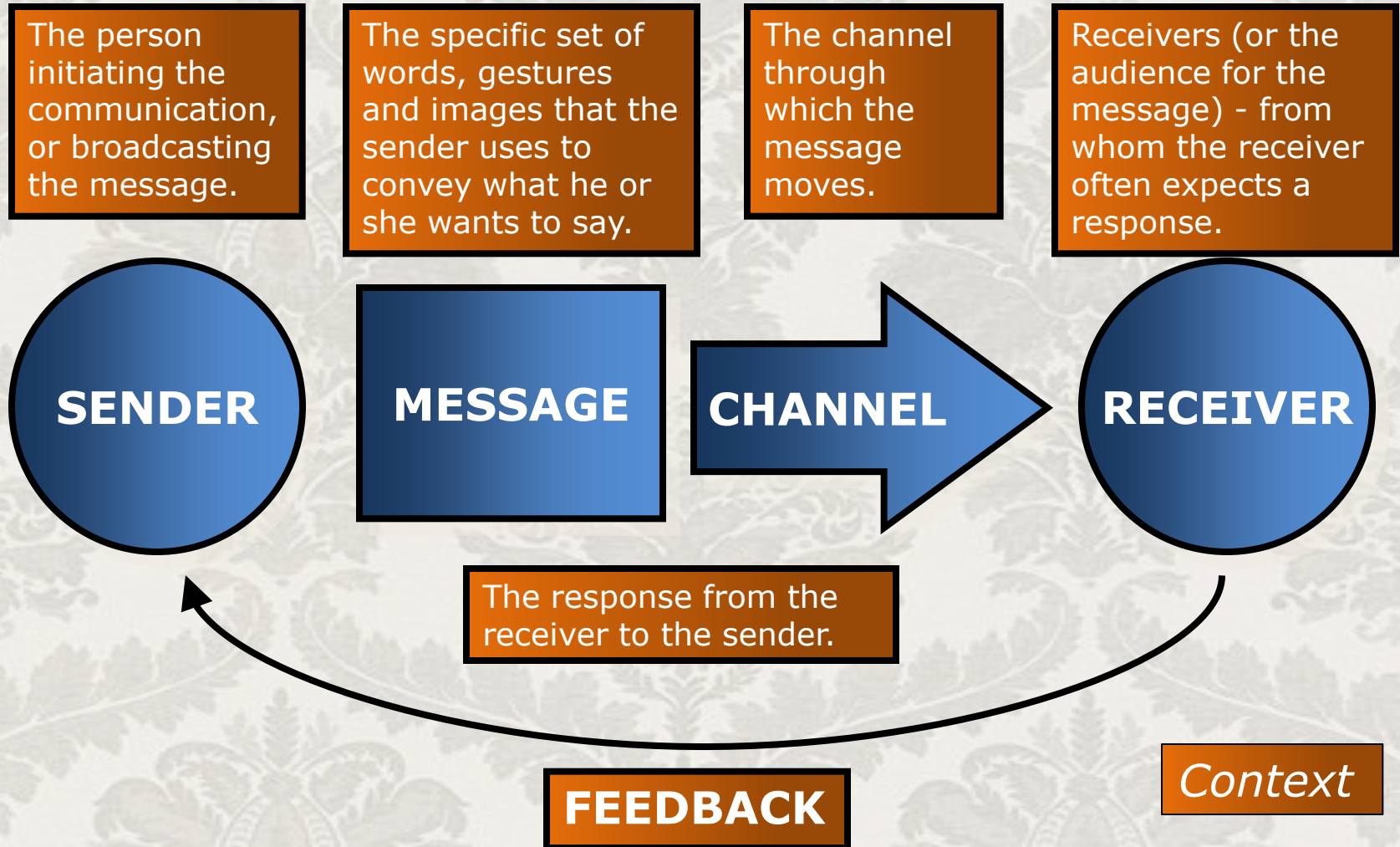
COMMUNICATION

What is Communication?

Communication is **sending or receiving ideas, thoughts or feelings** from one person to one or more persons in such a way that, the person receiving it **understands it in the same way** the sender wants him/her to understand.



The Communication Process



Verbal vs Written Communication

Verbal – All Verbal	Verbal – Face-To-Face	Written
Advantages	Advantages	Advantages
<ul style="list-style-type: none"> ○ Rapid Delivery ○ Flexible Delivery ○ Delivered at time/place under control of sender ○ Allows immediate response 	<ul style="list-style-type: none"> ○ All Advantages of verbal plus: ○ More personal, so better motivation ○ Allows non-verbal signals to aid getting message across. 	<ul style="list-style-type: none"> ○ A record exists of the message ○ Allows receiver to repeat message until it is fully understood ○ Good for complex or lengthy messages ○ Allows receiver to digest message at own pace.



Verbal Communication

Verbal Communication Pointers

- Make your messages appropriate to the receiver.
- Use understandable language but not slang.
- Be aware of how long you speak. As a general rule, try to express your message in a limited amount of time (no more than 15 seconds in a normal day-to-day conversation) and then switch to listening.
- Focus on one topic at a time.
- Try to be positive, even when talking about negative situations.



Rules for Communication

1. Ensure it fits the purpose

2.	A.B.C:	3.	K.I.S.S	4.	Deliver information in 3 stages:
	Accuracy		Keep		Introduction
	Brevity		It		Main body of content
	Clarity		Short		Summary
			Simple		

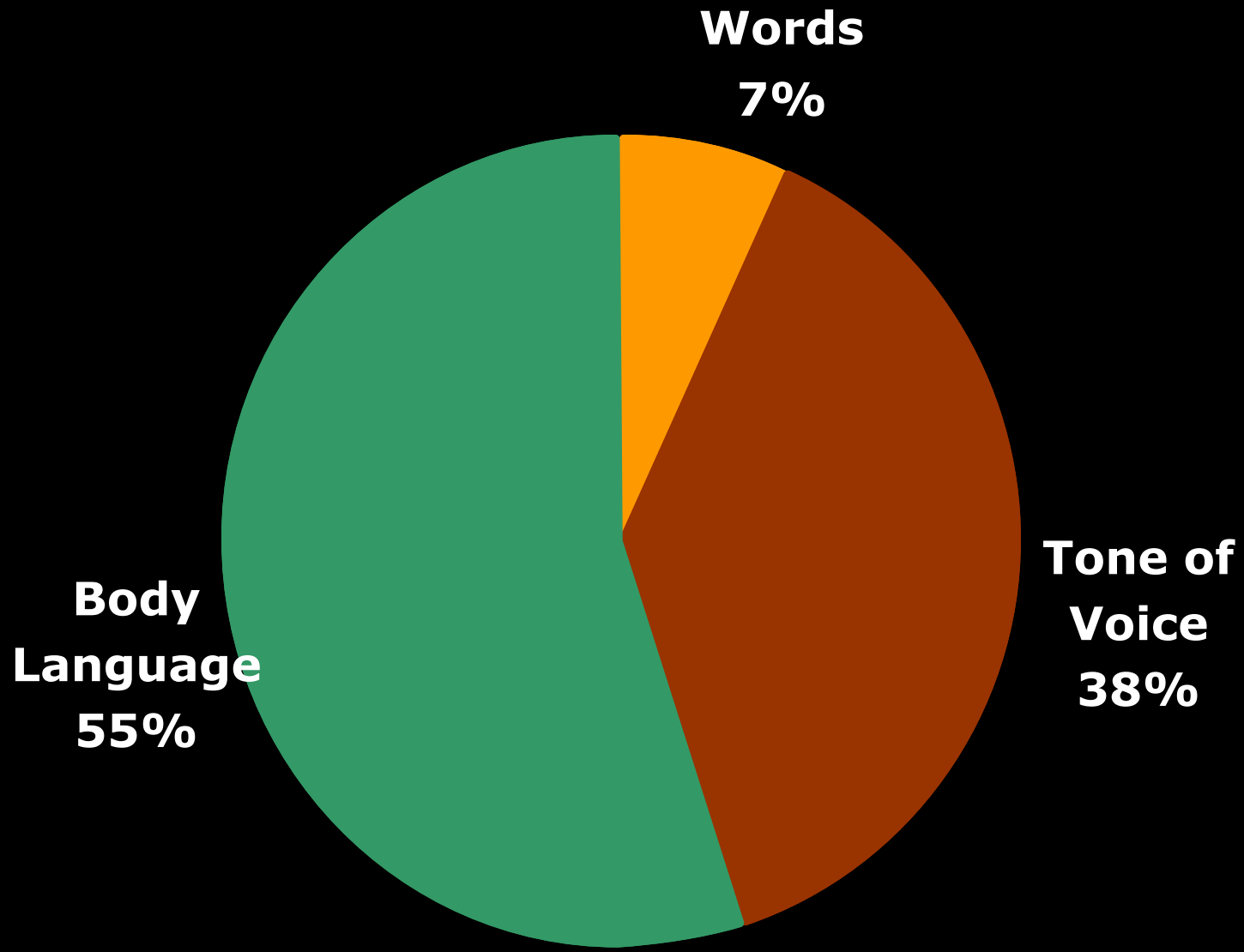
Ways to Encourage Communication

- Effective ways to elicit information:
 - Asking Effective Questions
 - Intently Listening





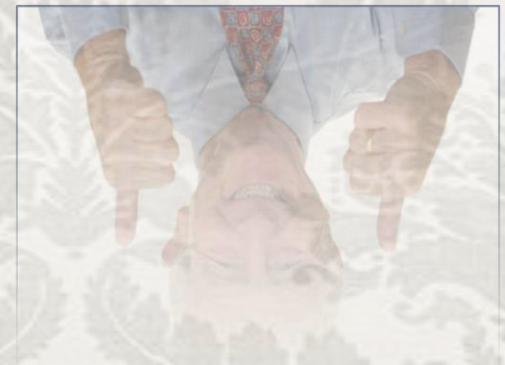
Non-Verbal Communication

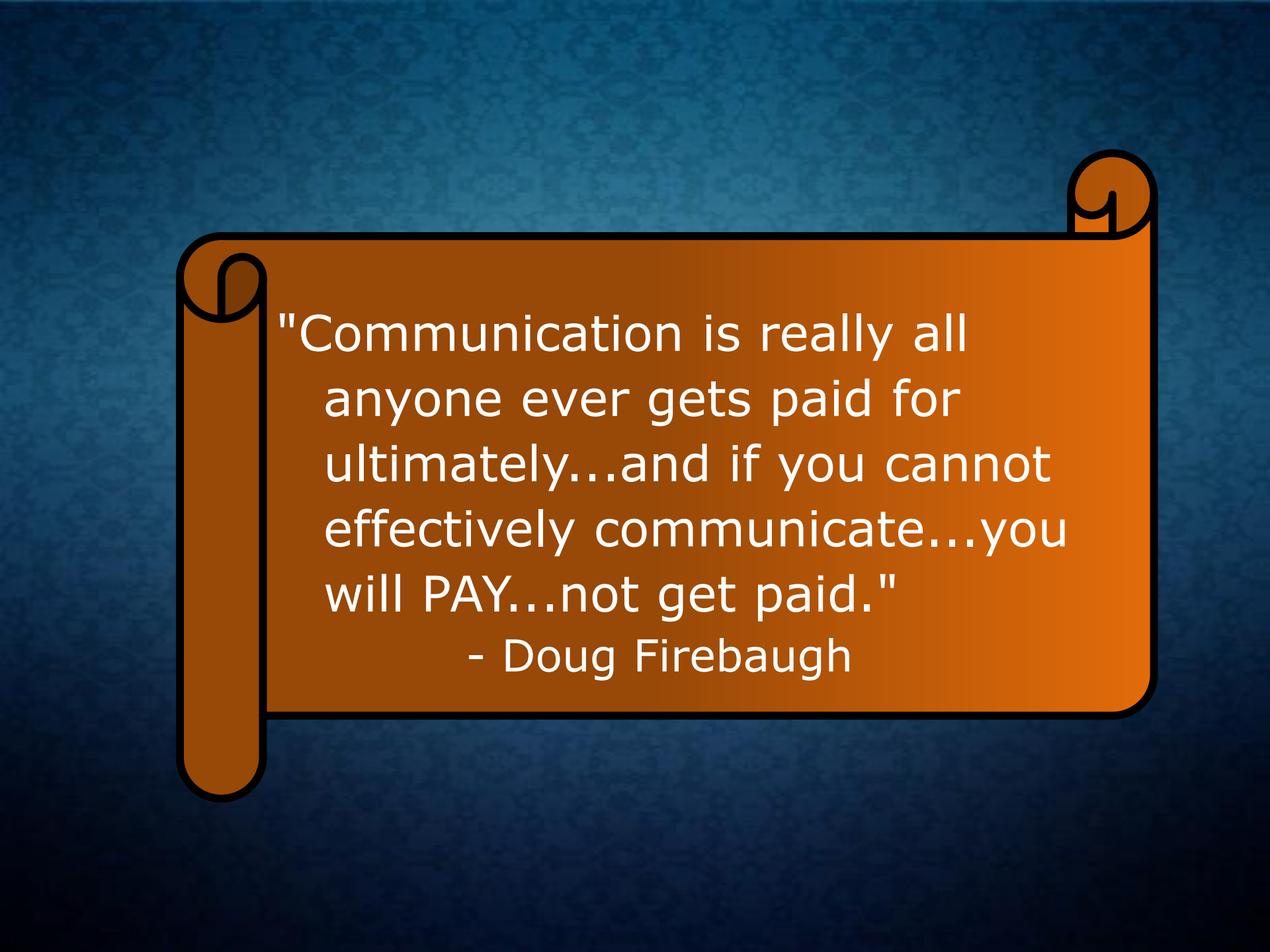


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Positive Non-Verbal Communications

- **Smiling** – there is nothing like a smile and pleasant face to greet a customer, especially if he/she has a complaint.
- **Eye contact** – always look into your customer's eyes. Directly address customers.
- **How you look** – personal grooming has a big impact on your customers. Let customers know you take seriously your position.
- **Shaking hands** – when shaking hands with a customer a firm and professional handshake is expected.



The image features a dark blue background with a central orange scroll-like shape. The scroll has a black outline and is designed to look like a piece of paper unrolled from the top right and bottom left corners. Inside the scroll, the text is written in white. The text is a quote about communication and payment.

"Communication is really all anyone ever gets paid for ultimately...and if you cannot effectively communicate...you will PAY...not get paid."

- Doug Firebaugh

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