

# Rôle of Business Communication

## Dr. SB



# What is Communication?

- Communication is the process of sending and receiving information, ideas, opinions, and facts between two or more persons.
- Organizational communication is: people working together to achieve individual or collective goals.

(Miller, 2002)

# Communication in Business

- Communication is the blood line of an organization. Without communication there will be no business in our surroundings.
- Business communication is any communication used to promote a product, service, or organization – with the objective of making sale.
- In business communication, message is conveyed through various channels of communication including internet, print (publications), radio, television, outdoor, and word of mouth.

# Types of Business Communication

- There are two types of business communication in an organization:
  - Internal Communication
  - External Communication



# Internal Communication

- Upward Communication:

This communication takes place from lower level to upper level of an organization e.g. submission of reports by employees.

- Downward Communication:

Communication takes place from upper level to lower level of an organization e.g. CEO gives directions to managers of a company.



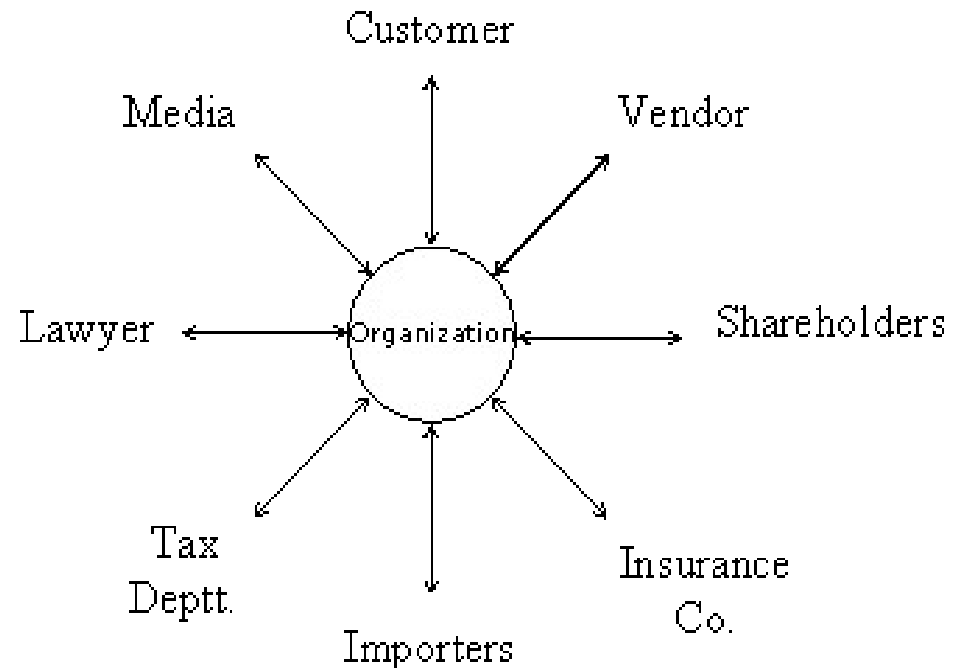
# Internal Communication

- Horizontal Communication :

Communication takes place at the same level of hierarchy in organization e.g. annual meeting of board of directors.

# External Communication

- Communication takes place outside the business to carry on business activities.



“External” Communication in an organization

# Business Communication: Blood Line

- **Because:**
- Increases productivity.
- Reduces stress
- Better understanding of others perspective.
- Understanding how to get your message across.
- Enhances relationships.
- Saves time and money.





# Why Communication is Important in Business?

- **Communication in business is important:**
- To build up reputation among customers and friends.
- To create better relation between
  - seniors and subordinates
  - workers and the management
  - customers and the sellers
- To increase sales.
- For the promotion of a product, services or organization.
- B2B deals.

# How To Improve Business Communication

- **By removing barriers in communication:**
  - Noise
  - Culture differences
  - Stereotype
  - Psychological barriers
  - Physical barriers



# How To Improve Business Communication

- **The importance of (only) positive language:** Using positive language and eliminating the negative is important to help build rapport with others.
- **Controlling anger when someone yells at you:**  
Suppose someone walks into your office and without warning and for no reason (as far as you're concerned) starts yelling at you. **How should you respond?**
- **Good listening and understanding:**  
For good communication you should be a good listener as well as understand what you have heard.

# Business Communication And 4 P's

- **4 P's of marketing are directly related to business communication and success of business:**

- Product
- Price
- Place
- Promotion



# Channels of Business Communication

- These are channels of communication that play important role in success of business:

- Mail
- TV
- Print media
- Telecommunication
- Radio
- Face to Face
- Internet
- Social networking like e.g. Facebook, twitter etc



# Key To Success For Any Business

- **Communication is key to success of business because it brings:**
  - Customer Service
  - Discipline and Commitment
  - Time Management
  - Financial Management
  - Organization
  - Pricing Strategy
  - Experience and Ability
  - Marketing
  - Sales
  - Continued Improvement



*Any Questions?*

