



APRIL 20-24

TOPIC: COMMUNICATION SKILLS

LESSON 7

What is Communication Skills?

- It is the ability to convey information to another effectively and efficiently.

### CHANNELS OF COMMUNICATION

#### 1. FACE TO FACE MEETINGS

- Visiting your client in his/her office is one of the most effective ways to present your product proposals.
- Face to face meetings are ideal because you have your client's undivided attention and you can see the facial expressions and body language of your client.
- It is also helpful in establishing rapport with your clients.

*FOLLOW UP EFFORTS CAN BE MADE THROUGH TELEPHONE AND WRITTEN CORRESPONDENCE*



EXAMPLES:

Visiting your clients in his or her office.



Lunch meetings or and over coffee in coffee shops.

#### 2. TELEPHONE COMMUNICATION

- This is the most convenient and fastest way to keep in touch with your clients.
- The use of both the landline and cellphone will help you keep in constant touch with your clients.

- ✓ **CELLPHONE FOLLOW-UP SHOULD BE DONE DURING ACCEPTABLE HOURS (WITHIN OFFICE HOURS).**
- ✓ **TELEPHONE ETIQUETTE MUST BE OBSERVED.**

EXAMPLES:

Cellphone



Landline



### 3. WRITTEN CORRESPONDENCE

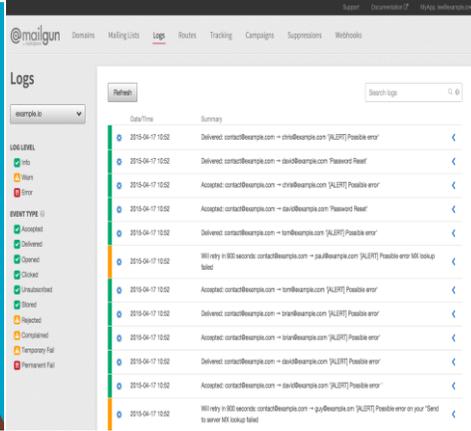
- Letters, e-mails, and instant messaging are so possible ways of communicating with your clients.
  - ✓ Well-written letters sent to the client's office.
  - ✓ E-mail messages to official e-mail addresses of clients.
  - ✓ Instant messaging (or texting) is convenient ways of communicating with your clients.
  - ✓ Disadvantage: the response rate may be less compared to face to face meetings and telephone communication.

EXAMPLES:

#### LETTERS



#### E-MAILS AND INSTANT MESSAGING



### 4. COMPUTER-MEDIATED COMMUNICATION

- This is commonly used when clients are from abroad or in another locality. However, this type of communication should not take place of the other forms of communication if client is just within the vicinity.
- You can get in touch with your clients more often and faster.

EXAMPLES:

#### SKYPE



#### FACE TIME



TO DO LIST:

1. Make your reflection about our crisis today with regards to “Channels of Communication”
2. What would be the best channel that we are going to use to continue promoting the product and services of those workers/ other businesses?
3. Create your own prayer and share it to your preferred social media accounts.

FORMAT:

Font Style: Calibri (Body)  
Font Size: 12  
Letter: Justify  
Spacing: 1.5  
Paper: A4 Size