

Chapter 8 Communication Skills

Section 8.2 Speech and Writing

Review Key Concepts

1. Inform—Conversations with customers and general business meetings are held to inform others. Persuade—Marketing involves sending messages that convince, or persuade, others to change how they think or what they do. Entertain—Salespeople frequently need to entertain clients or customers.
2. Effective verbal communication always shows courtesy and respect for others. Verbal communication also has a purpose, usually to inform, persuade, or entertain. Writing a message allows more time to organize the message and get the wording just the way you want it. Writing also allows for a permanent record of the information being communicated.
3. Students may suggest that correct grammar, spelling, punctuation, and formatting should always be used when writing business correspondence. Business correspondence represents the sender and the company the sender works for. Ensuring that grammar, spelling, punctuation, and formatting are correct shows that the sender cares, is professional and respectful, and pays attention to details, which is good business practice.

Practice Academics

English Language Arts

4. It is brief and covers only one subject (in this case, new waste management policies), it is written in a simple format with heads such as the sender's and receiver's names, the date, the subject, and includes a message in paragraph form. Discussions about how reading and listening to the memo differ will vary but students may suggest that listening requires greater concentration while reading allows you to take your time to focus on the message.

Mathematics

5. 0.027 of a second ($5,000 \div 186,000 = 0.027$)