

DEVELOPING EFFECTIVE COMMUNICATION SKILLS



A module on :

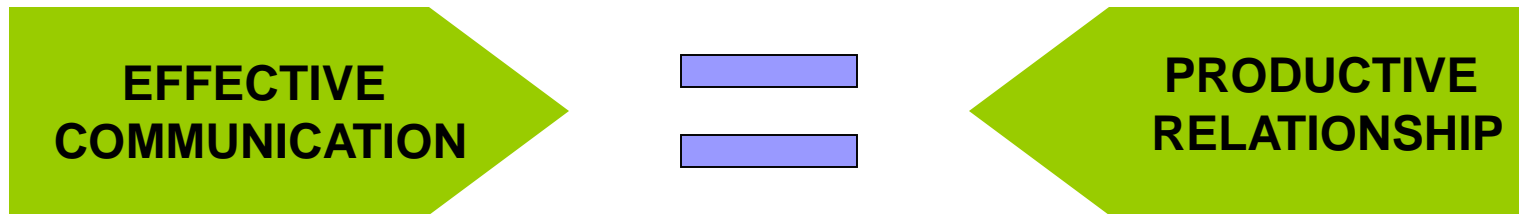
- Basics of Communication
- Telephone Etiquettes
- Listening
- Questioning



Basics of Communication

Communication is simply a two way process of exchanging ideas, information or transmitting verbal and non-verbal messages.

Effective Communication



We communicate to...

- Get information
- Motivate
- Praise
- Get feedback
- Sell
- Greet
- Etc.

Barriers To Communication

- Premature evaluation
- Inattention
- Stereotyping
- Assumption
- Generalizing
- Poor listening skills
- Selective listening
- Fixed ideas
- Ignoring information contrary to our belief
- Noise
- Emotions
- Poor listening skills

7c's Of Communication

CONSIDERATE

CONCRETE

CONCISE

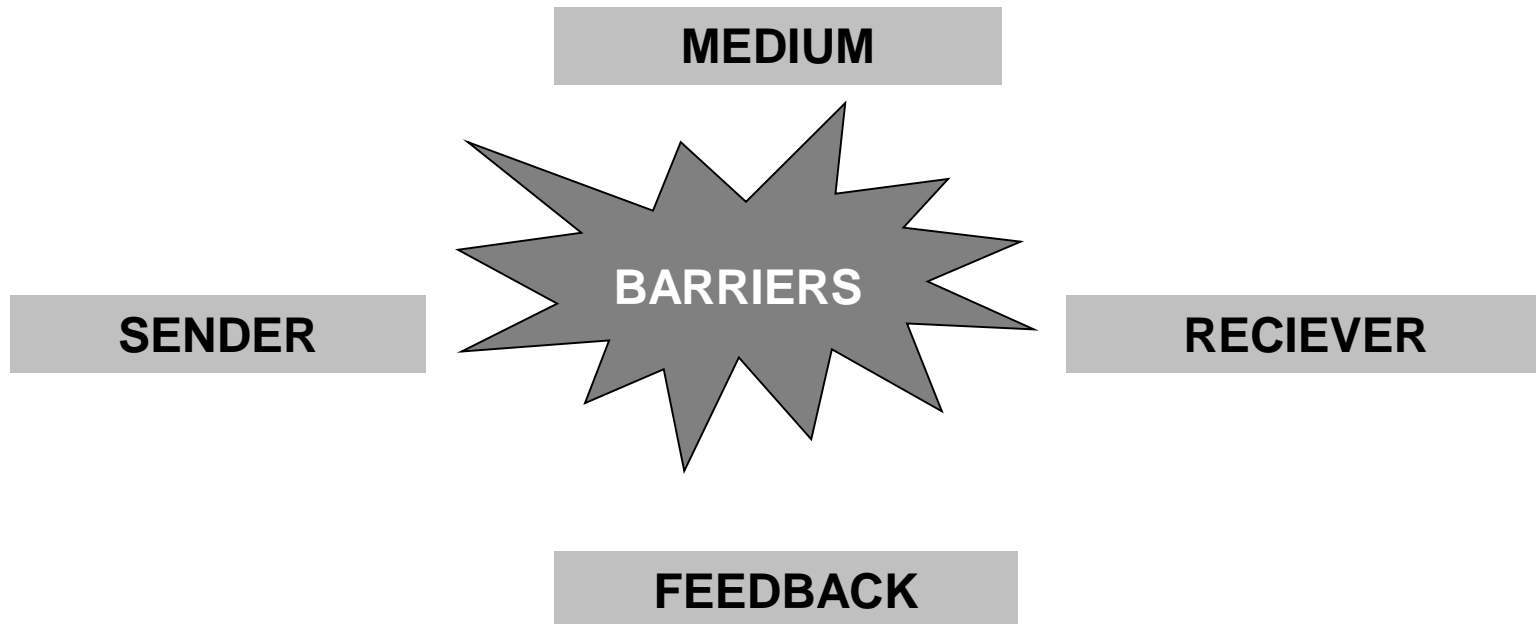
COURTEOUS

CLEAR

COMPLETE

CORRECT

Process Of Communication



Studies tell 70 % of mistakes in the workplace are a direct result of poor communication.....

Essentials Of Communication

Do's

- Use precise, memorable and powerful words
- Support your words with visual aids
- Give examples
- Eye contact
- Active listening
- Paraphrase
- KISS – Keep it short and simple
- Avoid interrupting
- Appropriate facial expressions
- Exhibit affirmative head nods

Essentials Of Communication

Don'ts

- Do not use technical terms and terminologies not understood by majority of people
- Do not speak too fast or too slow
- Do not speak in inaudible surroundings as you wont be heard
- Do not assume that everybody understands you
- Do not interrupt the speaker.

Before communicating

Ask yourself...

- What is the main purpose/aim?
- Who will receive it?
- What is the likely attitude of the listener?
- How much does he need to know?
- Is my timing right?
- What is the main subject?
- Are the major points clear?
- Is there any ambiguity?



Telephone Etiquettes

Before you place calls

- Be prepared – plan your conversation
- Turn away from your computer desk or other work
- Have pens, pencils and notepaper handy.






Answering the phone

- Answer calls promptly within 3 rings
- Smile as you pick the phone – the caller will hear it in your voice.
- Project a tone that is enthusiastic, natural, attentive and respectful.
- Greet the caller and identify yourself and your business
- Ask “How may I help you?”

During the conversation...

- Enunciate / pronounce clearly
- Use simple English
- Avoid slang – uh, hmm, yeah, dude
- Always speak calmly and choose your words carefully
- Use all your listening skills
- Focus all your attention on the caller and the conversation
- Clarify and check for understanding
- Use basic phrases of courtesy E.g. “May I help you?” “Please”, “Thank You”, “You are welcome”.
- Do not chew gum or eat during a conversation
- Do not slam the phone or cut off abruptly
- Refrain from idle chit chat with customers.

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- If there is a problem, project a tone that is concerned, empathetic and apologetic.

 - Avoid the five forbidden phrases:
 - **“No”** - Instead find a way to state the situation positively
 - **“I don’t know”** - instead say “that is a good question let me find out for you”
 - **“I/we can’t do that”** - instead say “this is what i/we can do”
 - **“You will have to”** - instead say “here is how we can help you”
 - **“Just a second”** - instead give a more honest estimate of how long it will take you.



Reports to callers

- “Mrs Madhu is on another line, will you wait please?”
- “He is away from his desk, may I take a message?”
- “I’m sorry, Mrs Madhu is out of office may someone else help you?”
- “Mr Ram is in the Finance/HR/Sales department, one moment please, I’ll transfer your call.”
- “I’m sorry to keep you waiting.”

Answering calls for others

- Identify yourself and the company or person for whom you are answering and say “how may I help you?”
- Offer assistance in the absence of others say “she is not in today perhaps I can be of assistance.
- Do not make commitments for others. Say “I’ll give him your message when he returns.”
- Take accurate legible messages with time, date, reason for call, urgency, the best time to reach them and all other pertinent information. E.g. reports to caller.

Transferring Calls

- Explain the reason for the transfer – “let me connect you with Mr./Ms./ Mrs. xyz in _____ department.
- Know your extension numbers so that the caller is not kept waiting.
- Mute the line if you are clarifying any information with your colleague etc.

Obtaining the callers name

- “May I tell Mr. Rao who is calling please?”
- “May I say who is calling please?”
- “May I have your name please?”

Progress reports

- Mr Rao’s line is still busy do you wish to continue waiting?
- “I’m sorry to keeo you waiting, may I check further and call you back?”

Placing someone on hold



- Make sure that it is for a genuine reason.
- Ask the caller if he/she would hold, and wait for a response rather than assuming the answer is yes.
- Never keep a caller on hold for more than a minute. If you have to take longer than that, return to the person and tell them that you will have to take a few minutes longer and ask if you could call back.
- When you return to the caller thank them for holding

Dealing with angry customers



- Listen; allow the caller to vent
- Empathize; acknowledge the person's feelings
- Apologize when appropriate.
- Be positive
- Solve / suggest generate solutions that you can both agree on and if reasonable do it.
- Remain calm and courteous, do not argue.
- Do not interrupt.
- Explain clearly do not make unrealistic promises.
- Act fast, acting quickly shows that you are sorry and that you will handle the issue.
- Follow up get back to the caller to make sure the problem has been solved.



Concluding the call

- End the conversation with an agreement on what is to happen next; if you are to follow up do so immediately.
- Thank the caller for calling- for his time, invite the caller to call again.



Listening skills

5 basic reasons we do not listen

- Listening is hard work
- Competition
- The rush for action
- Speed differences in the rate of speaking and understanding.
- Lack of training



4 Types of listeners

- The Non-Listener
- The Marginal Listener
- The Evaluative Listener
- The Active Listener

HEARING



V/s

LISTENING



How to improve your listening skills?

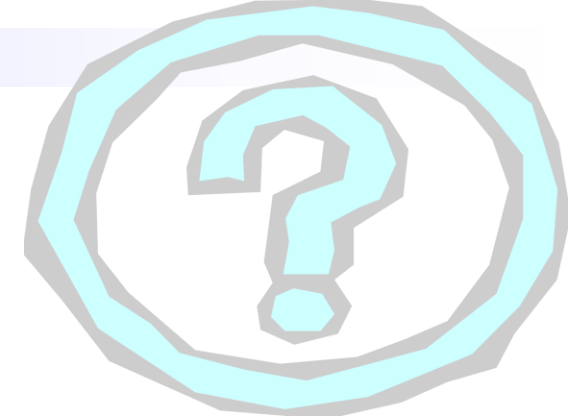


- Maintain eye contact with the instructor
- Focus on content than on the way that it is being said.
- Avoid selective listening
- Avoid distractions
- Ask questions to stay active and interested.
- Face the speaker
- Maintain eye contact
- Respond appropriately – say yes, nod, etc.
- Do not be preoccupied with your own thoughts.



Questioning

Types of questions



CLOSE ENDED

Generally result in short yes/no or other one word answers. They should be used only when you want precise, quick answers. Otherwise, they inhibit thought.

OPEN ENDED

They invite an actual explanation for a response. Questions that begin with “how”, “what” and “why” are typical open ended questions.



Closed Questions V/s Open Questions

- When did that happen?
- Was your trip successful?
- Did you like the candidate?
- Did you have a good meeting?

- What led up to that?
- What did you manage to accomplish on your trip?
- In what ways do you think that candidate meets our need?
- What happened at the meeting?



Probing Questions

- Can you be more specific?
- Can you give me an example of that?
- What happened then?
- How does this affect you?
- What might cause that, do you think?
- Can you fill me in on the details?



Thank You

Open To Queries