

Relay Message

Communicating Well in Business

Relay Message

Overview: We will examine business messages as an important part of business communication.

Objectives:

- Recognize expectations in business for relaying a message
- Describe the general process of relaying a business message
- Contrast a detailed paper to a summarized message
- List ways to demonstrate professionalism in communication
- Contemplate a hypothetical business situation

Outline:

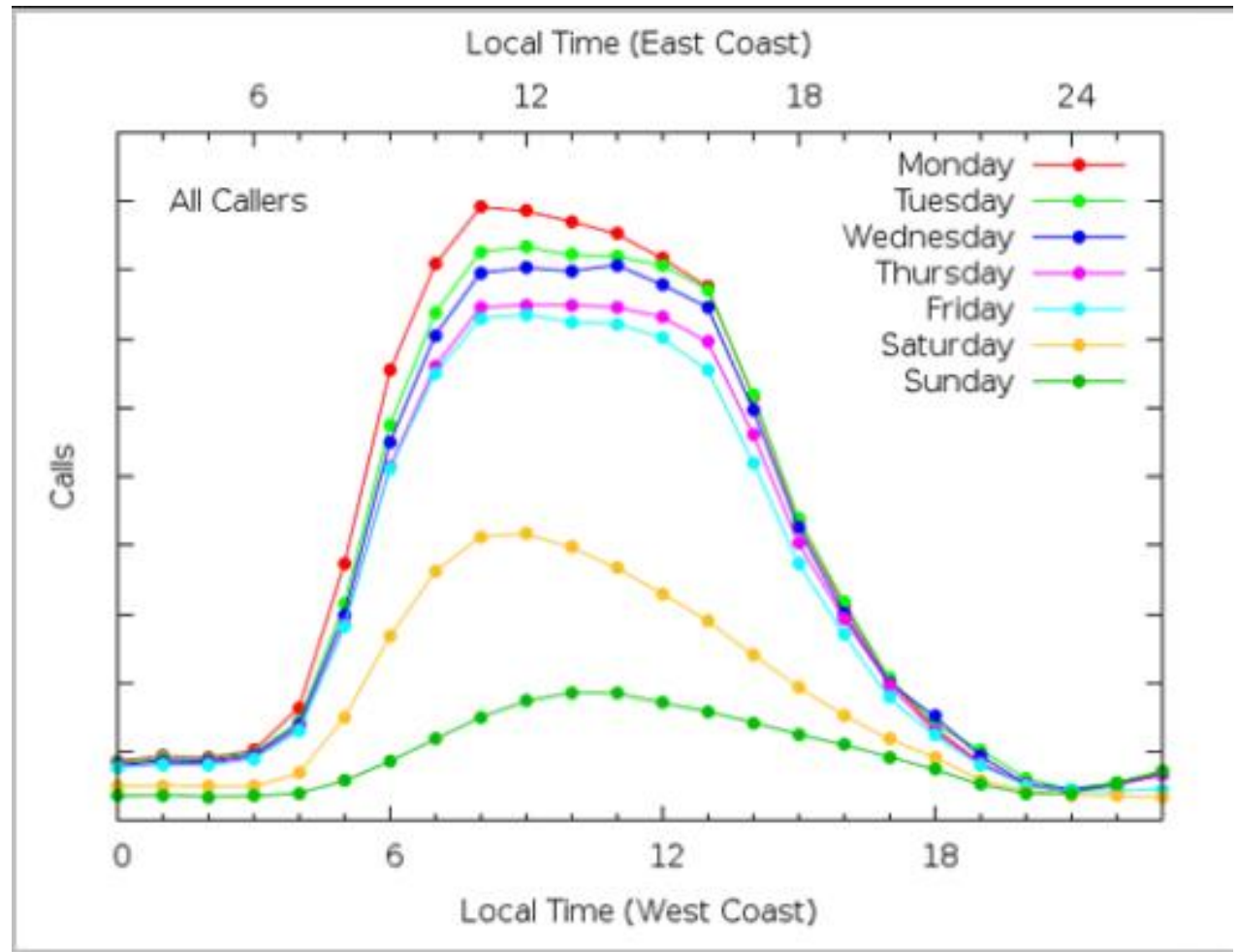
- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a business person be concerned about how to properly relay a message?

Thought starter

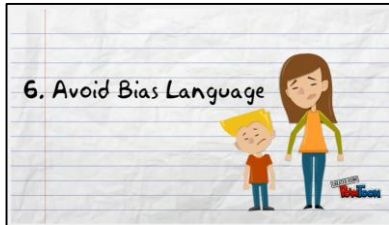
Based on this chart, what day of the week is the **best day or best time of day** to train a new employee for answering calls at the company front-desk?

Defend your opinion.



Relay a Business Message

1:08



Writing Business Messages

<https://youtu.be/j-tJApG4sO0>

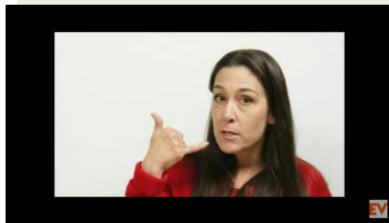
3:49



Basic Telephone Etiquette

<https://youtu.be/ka11BYoDA7s>

1:47



Professional Phone Etiquette

https://youtu.be/y_R5OgqCrc0

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Relay a Business Message

Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

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Time Permitting Complete Addendum Pages

Interpret

Draw

Read

Discuss

Draw Illustration

Copy and Label the Illustration in the Space Provided

Illustration

Draw (Copy) the Illustration Here

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Interpret a Graph

Write the title of the graph _____

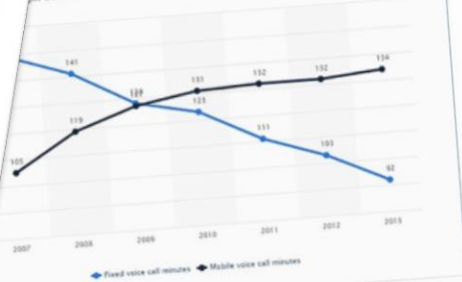
Circle the type of chart this represents
Bar Chart Line Chart Pie Chart Other

If applicable,
What does the X-axis represent _____

What does the Y-axis represent _____

Summarize what this graph represents or conveys _____

Fixed and mobile voice call minutes in the United Kingdom (UK) from 2007 to 2013, by billion minutes



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Tips on Relaying

- Think before you speak** – By organizing many of the awkward pauses that occur in information more concisely. While writing in impromptu discussions, it is still effective in your mind before you begin to speak.
- Be clear and concise** – The most effective a clear and concise manner. Avoid using your argument in direct language. Before you say, "I can make my point?"
- Speak with confidence** – Speaking in a command the respect of your audience. ability to speak confidently, including your choice, the tone of your voice, your body contact with your audience.
- Vary your vocal tone** – Speaking in a audience. Instead, use voice inflection to pitch of your voice to express emotion. your message.
- Be a good listener** – Being a good listener it will improve the quality of your verbal speaking with that you genuinely care about understand their needs. This will enable you to build trust and rapport much quicker.
- Be aware of your non-verbal communication cues** – Your body language significantly impacts the way others interpret what you say. Pay attention to the gestures you make, your facial expressions, and your body language to ensure they align with the message you are trying to get across.
- Think about the perspective of your audience** – Just because you have a strong command of a topic doesn't mean the people you are speaking to have the same knowledge as you. Try to think about how someone else will understand what you are trying to communicate, particularly if they lack the technical knowledge about that you possess.

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Show-Off Your Smarts!

Instructions

- Assemble into a small group assigned by the instructor.
- As a group, review the questions below.
- As a group, select one of the questions to discuss.
- Discuss your ideas/answers/responses as a group.
- Select one person to present your response to the class.

Q1. How can this information be applied to a young-person's life?

Q2. Why might this information be important to a business person?

Q3. What type of businesses must apply this information and why?

Q4. As a business owner, how would you apply this information?

Q5. How might this information make you a better employee?

Information covered in this topic ...

Phone courtesy

Summarizing

Clearly speaking

Note taking

Listening

Message taking

Legible writing

Politeness

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Relay a Business Message

Assume you are the Senior Manager of Administrative Services as a mid-sized company located in Loveland, Colorado. Your company employs 300 knowledge-workers. Most of the employees process insurance claims and an automated phone system distributes incoming calls to the next Agent available.

Some of the phone calls get routed to the company's front desk. The front-desk clerk reports to one of the supervisors that you manage. Yesterday morning, you walked by a new employee recently hired to greet people as they entered the front door – and to answer calls routed to the front desk. You noticed the new employee was talking very informally to the person on the other end of the phone call.

Q. How will you respond to this situation?

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