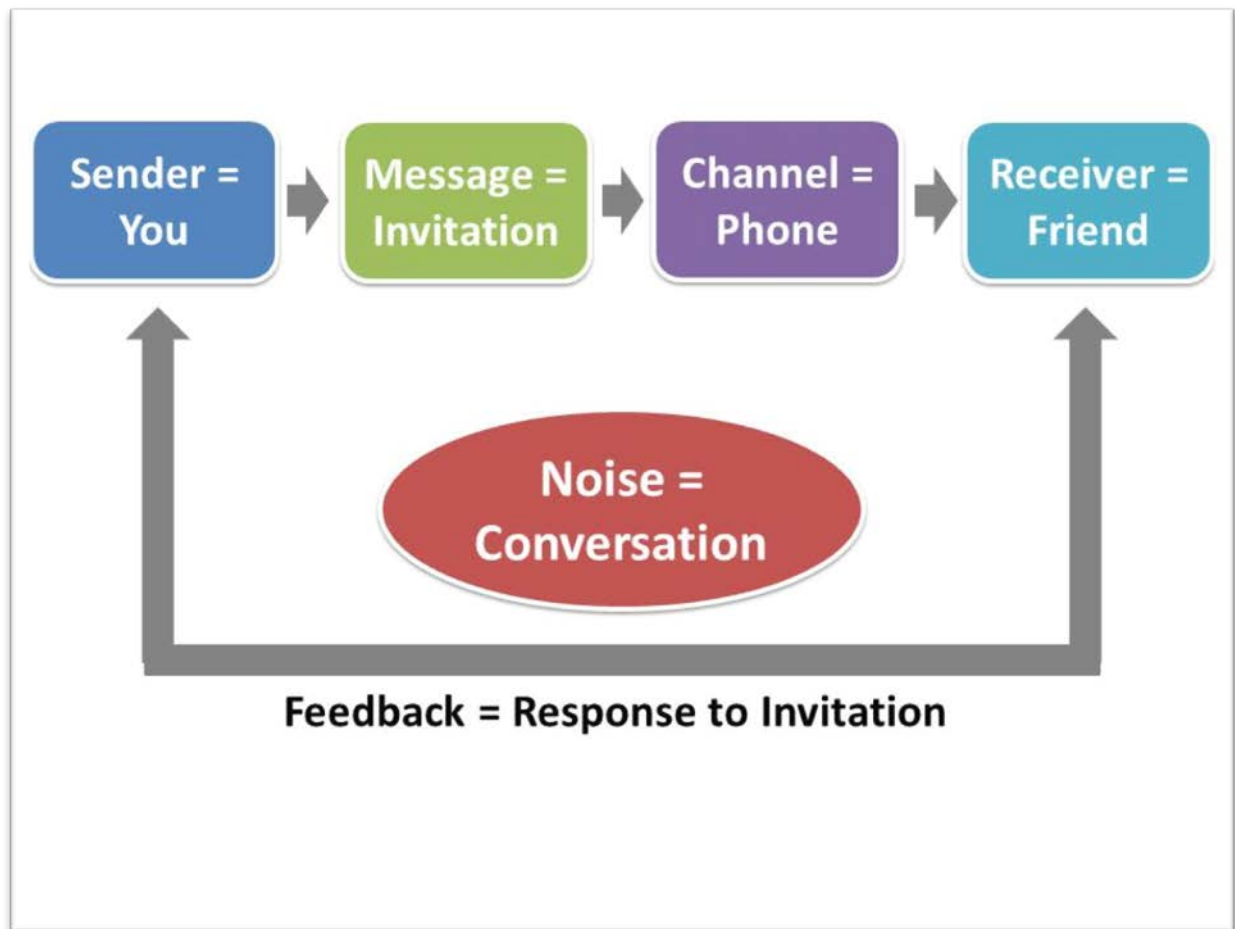


**Module 02 Effective Communication**  
**Unit 02 Communication**  
**Communication model Diagram**



Communication Model

Module 02 Effective Communication  
Unit 02 Communication  
Communication Specific Statement

<u>General Statement</u>	<u>Specific Statement</u>
I'll get back to you shortly.	<b>I'll get back to you by Tuesday.</b>
It will only take a few minutes.	<b>It will take less than 5 minutes.</b>
It will cost about \$5,000 plus installation.	<b>The cost is \$4,800 plus \$200 for installation.</b>
Everything is included.	<b>It includes your choice of entrée, vegetable, dessert, and coffee.</b>

Communication Specific Statement

**Module 02 Effective Communication**  
**Unit 03 Behaviour**  
**Etiquette Tips for Letters**



**Moore Manufacturing Group 575 Parkland Avenue Lake Forest, IL 60515**

August 28, 2009

Ms. Janice Lee  
Buyer  
Universal Parts, Inc.  
101 Corporate Drive  
Deerfield, IL 60511

Dear Ms. Lee,

Productivity and cost savings are even more critical today than ever before. But you can't afford to give up customer service for reduced costs. You deserve impeccable service from a supplier who also keeps costs among the lowest in the industry.

Based on the research I have done on Universal Parts, it appears that switching to Moore Manufacturing could save you as much as 12% on your annual purchases. In addition, you would have a dedicated customer service expert available to you 24/7 for any questions or issues you may have.

I'd like the opportunity to meet with you and learn more about your priorities and business challenges. I will call you on Tuesday to set up a time that is convenient for you.

In the meantime, you might find it interesting to review the attached audit that was conducted on your current offering. It reflects where you can potentially realize savings.

Sincerely,

Rachel Grossman  
Account Manager

Attachment

Sample Business Letter

## Module 02 Power of Effective Communication

### Unit 03 Behaviour

#### Etiquette Tips



Sample Poll on Doodle.com

## Module 02 Power of Effective Communication

### Unit 04 Informational Interviews

#### What to Wear and Bring?

#### **Rakeem S. Bateman**

3901 Western Avenue, Minneapolis, MN 54321

Phone: 702-555-1234

rakeemsbateman@gmail.com

<http://www.linkedin.com/in/rakeemsbateman>

<b>Objective</b>	To obtain an internship in sales at a foodservice company.
<b>Education</b>	<b>Tri-State Community College</b> , Minneapolis, MN Associate's Degree, Business Administration, Expected 2010
<b>Leadership Skills</b>	<b>Green For Life</b> , Minneapolis, MN <b>President, Student Organization</b> <ul style="list-style-type: none"><li>• Provided leadership to 30-member student club that focuses on green initiatives in the community</li><li>• Raised \$2,300 to support sustainability efforts with a community service campaign called "Go Green Now"</li></ul>
<b>Sales Experience</b>	<b>Recovery Systems, Inc.</b> , Minneapolis, MN <b>Account Management Intern</b> , Summer 2009 <ul style="list-style-type: none"><li>• Conducted industry and client research for new business pitches for the \$300 million systems disaster recovery provider</li><li>• Assisted with new business presentation preparation including PowerPoint slides, video, and scripting</li><li>• Developed social media strategy to develop a community for existing customers and attract new customers, including a blog, LinkedIn profile, and Twitter account; strategy generated over 30 new leads in 4 weeks</li><li>• Provided weekly updates to 3 clients, including timelines and conference reports; created a new reporting dashboard that became the standard in the company for all client updates</li><li>• Maintained budget and created reporting including graphs to easily communicate actual expenses compared to plan</li></ul>
<b>Work Experience</b>	<b>Olive Garden Restaurant</b> , Minneapolis, MN <b>Wait Staff</b> , June 2007–Present <ul style="list-style-type: none"><li>• Provided customer service to over 100 customers during each shift</li><li>• Generated guest check average 8% higher than the restaurant average</li><li>• Winner of "The Sweet Taste of Success" Sales Contest</li></ul> <b>Seymour and Jones Attorneys at Law</b> , Land of Lakes, MN <b>Administrative Assistant</b> , Summers 2005–6 <ul style="list-style-type: none"><li>• Maintained schedules and expenses for office to support 5 lawyers</li></ul>
<b>Computer Skills</b>	Proficient in Microsoft Suite (Word, Excel, PowerPoint), Outlook, Camtasia and iMovie video editing

Résumé example.

## Module 02 Power of Effective Communication

### Unit 04 Informational Interviews

#### How to Ask?

<b>You:</b>	My name is Jorge Ebana, and I am a student at State University majoring in business administration. I was in Dr. Wolf's Creative Selling class on Thursday when you were a guest speaker. I really enjoyed your presentation. I especially enjoyed hearing about how you landed the XPress account.
<b>Interviewer:</b>	Jorge, thank you so much for calling. I'm really glad to hear that you found my presentation interesting. I enjoyed speaking to your class very much. Yes, the XPress account took a lot of work to land, but it's been a great relationship for all parties involved.
<b>You:</b>	As you were speaking, I realized that as you described the research, preparation, presentation, and follow-up, what you do daily is something that I would really enjoy, too. You made me realize that sales could be the career I might want to pursue.
<b>Interviewer:</b>	Jorge, that's so good to hear. I always like to share my experiences with young people so that they understand the rewards and the challenges involved in selling. Personally, I enjoy selling so much that I can't imagine doing anything else.
<b>You:</b>	I would really like to learn more about how you got into sales. It sounds like you had some very interesting positions at Intuit and CreditSys. I'd like to hear about what's it's like to sell for a major corporation compared to a start-up company, and their differing advantages. Would it be possible to get together for twenty minutes or so? I'd really like to learn more about your background in the field.
<b>Interviewer:</b>	Why don't you drop by on Thursday morning at 8 o'clock. We can touch base, and I can give you a quick tour of the office.
<b>You:</b>	That would be perfect. I really appreciate your taking the time to help me.
<b>Interviewer:</b>	It's my pleasure. I'll see you on Thursday morning.

Phone Conversation Transcript