**1.00 Understand communication skills and customer relations**

NC CTE 1.01: Apply verbal skills to obtain and convey information. – Day 1

**Employ communication styles appropriate to target audience**

* Types of communication styles.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Take-charge and want control of themselves, others and situations. Task-oriented, drivers and are only focused on the end goal.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Easy-going, relationship-oriented, and enjoy working with people to work towards a consensus.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Detail-oriented, logical thinkers who analyze others and situations. Work best alone to come up with solutions, and therefore may take more time to make a decision and take action.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Outgoing, thrive on change and enjoy meeting people. They get their energy from others and therefore work best when brainstorming with others to make a decision and take action.
* **Target audience**
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - One way to ensure that you know your target audience in business communications is to thoroughly research your audience beforehand. So, research specific groups that you will be addressing.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  - Researching your target audience may yield varying results that identifies different groups with will be communicating. You can know the audience within your organization by learning and identifying your specific goal while, at the same time, identifying those within the organization who will have a vested interest in your message.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** You can know about your audience, but if you don't know what they need to hear, you may be barking up the wrong tree with your message. Knowing your target audience involves knowing the specific needs of the audience and not just the message you want to convey.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Addressing your target audience based on your research and its needs should allow you to develop a strategy that will help you to better communicate as well.
    - First, you will need to determine how you will communicate. Not all communication within an organization necessarily comes through presentations. Instead, an interoffice memo or the use of the company's social media platform may prove to be more effective, especially if addressing a wider audience within the organization. Also, consider your timing. Your message needs to be **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**to your company's current financial and organizational goals.

**1.00 Understand communication skills and customer relations**

* NC CTE 1.01: Apply verbal skills to obtain and convey information. – Day 2

**Defend ideas objectively**

* Stages of an idea evaluation process.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Determines who needs the communication program/intervention, how great the need is, and what can be done to best meet the need. Involves audience research and informs audience segmentation and marketing mix (4 P’s) strategies.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Measures effort and the direct outputs of programs/interventions – what and how much was accomplished (i.e., exposure, reach, knowledge, attitudes, etc.). Examines the process of implementing the communication program/intervention and determines whether it is operating as planned. It can be done continuously or as a one-time assessment. Results are used to improve the program/intervention.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Measures community-level change or longer-term results (i.e., changes in disease risk status, morbidity, and mortality) that have occurred as a result of the communication program/intervention. These impacts are the net effects, typically on the entire school, community, organization, society, or environment.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Measures effect and changes that result from the campaign. Investigates to what extent the communication program/intervention is achieving its outcomes in the target populations. These outcomes are the short-term and medium-term changes in program participants that result directly from the program such as new knowledge and awareness, attitude change, beliefs, social norms, and behavior change, etc. Also measures policy changes.
* Procedures for defending ideas objectively.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - When you say an opinion or propose an idea, know that there are some people who will not understand it. Be prepared that some will not agree with your idea. Prepare to answer all the questions that you think people will ask or object about. When you are prepared, you won’t overreact when you answer.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Thank the critics and the people for their criticism and feedback. When you thank your critics, this behavior will show that you are strong and that you didn’t get affected by their criticism even if it was unconstructive.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - To be able to communicate with others without getting defensive, you need to practice with your close friends before you present your idea. Make your friends ask you as many questions as possible, so you will be well prepared when you present your idea to people. The more you practice, the better you will become at handling criticism.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Work on relaxing your facial muscles and smile, so you won’t show the anger on your face. When you smile, this will tend to make the debate less tense. You can’t control others, but you can control yourself, so you look as a leader in front of your oppositions.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** - Know that everyone has different opinion and beliefs. Everyone has a different look at situations, so learn to accept and appreciate that about people.

**Handle telephone calls in a businesslike manner**

* Handle telephone calls in a businesslike manner - Sometimes a caller is very difficult, especially if complaining. First remember that this caller is a client, or potential client, so your handling of the call could result either in more business for your company or in the caller going to a competitor. Whatever the nature of the problem, don’t try to fob the caller off by disclaiming personal responsibility or by trying to pass the buck. What you should do is:
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Gather the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and make a note of them** - A telephone call is a purposeful activity. Your caller will have some objective in mind and you will need to elicit this objective as quickly and as clearly as possible. In a simple information-seeking call, all you need to do is ask for the caller’s name, address, telephone and fax numbers.
  + **Take their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so you can get back to them** - If you handle a lot of calls each day, then it is essential to log each one under date and time. For *all* calls you should make a note of who rang, for what reason, and the action you agreed with times and details of address, telephone number etc.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with them and offer to act as fast as you can** - Once you have an accurate picture of the situation, you are in a position to propose a course of action to your caller. You should:
    - outline the proposal and check that it is **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  to the caller
    - **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** that they understand what is to be done
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ if you have made a mistake**
  + **Stay\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Participate in group discussions**

* Effective group discussion techniques.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  well
  + Take**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** well
  + Provide **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  information
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** the way
* Procedures for participating in group discussions.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** questions
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** on someone else’s comment
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** a new idea
  + Point out **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  information
  + Help the group **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  what’s been said