



Communication & Management Communication N4

[*see terms and conditions](#)

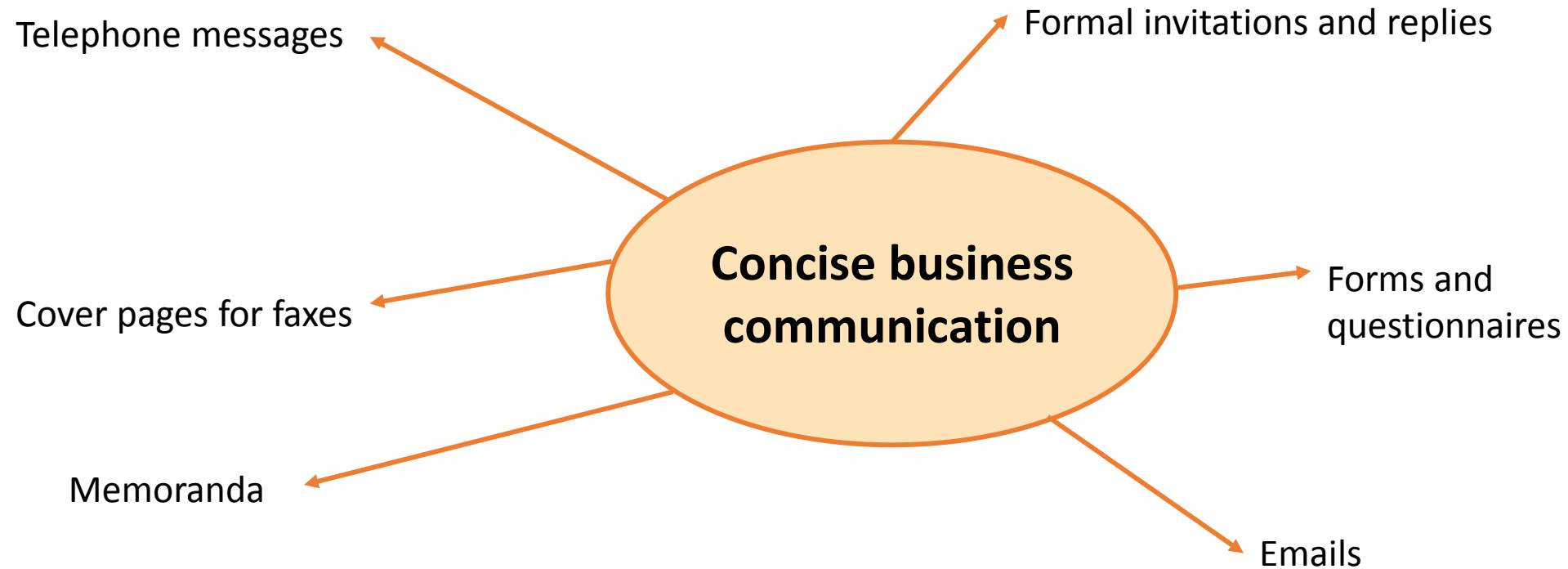
N4

Concise business communication

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Overview



Phone messages and faxes

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Telephone messages

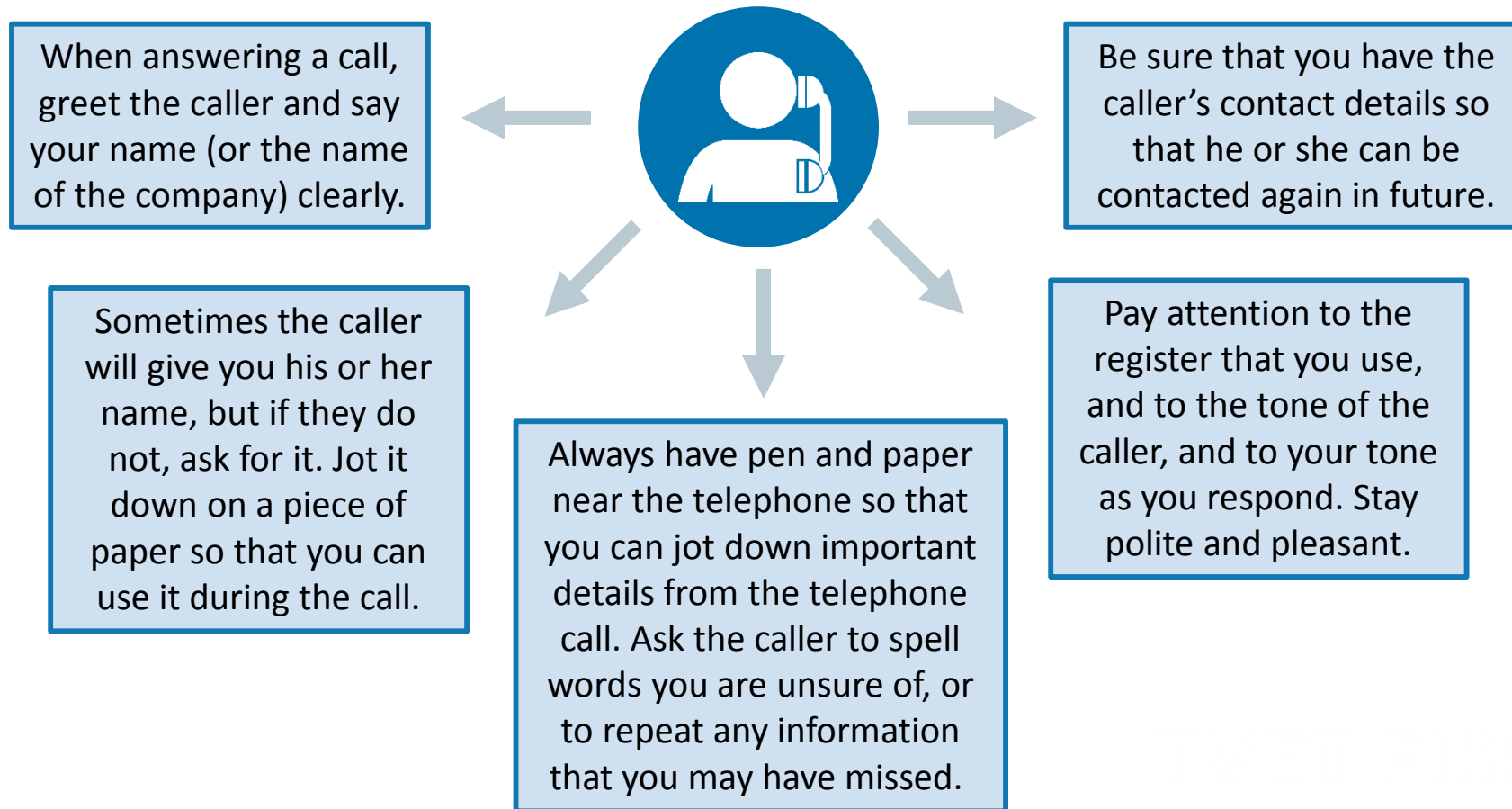
When taking a call for someone:

- Answer the phone professionally.
- If necessary, ask questions for clarity.
- Don't mention personal things about the recipient.
- Don't take sides on your colleague's behalf.
- Never give the recipient's *private* number.
- Ask for the caller's contact details.
- Refer to the caller by name.



Have a pen close to hand
for taking messages

Hints for taking telephone messages





Click to play



Assessment Activity

Cover pages for faxes

Things to bear in mind when you send a fax

Confidentiality	Long faxes	Follow-up
<p>If the message is short and isn't confidential, it may be written on the cover page and faxed as a single page.</p> <p>However, material that is private or sensitive should rather be sealed in an envelope and sent by courier.</p>	<p>Don't send long documents (more than about seven pages) by fax if you have an alternative.</p> <p>Rather scan a longer document as an electronic image, attach it as a pdf file to an email, and send it electronically.</p>	<p>Follow up with a call or email to confirm that your fax has been received.</p> <p>Also, if you receive a fax intended for someone else, don't read the contents but phone the sender and explain that they will have to resend the fax. They may have dialled your number by mistake.</p>

Assessment Activity

Memoranda and formal invitations

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Memoranda

A memo can be used to:

- Make an announcement
- Inform staff of a decision made by management
- Share something newsworthy with staff
- Make a request
- Offer a suggestion
- Remind staff of a forthcoming event

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The memorandum (memo)

Definition

A memo is used to convey information, or make suggestions or proposals.

- Memos are used for internal communication in the workplace.
- The length of a memo varies. Some companies have memo templates that the writer fills in.
- Memos are written objectively, to communicate with employees or colleagues in the workplace.
- They can be signed or display the name of the person writing it.
- They should not be informal, but the writer can use a personal tone.

Assessment Activity

Formal invitations and replies

The contents of a formal invitation usually have the:

- Name of the company
- Name and designation of the host
- Invitation in the third person
- Type of function
- Venue, date and time
- Guest speaker, if any
- Dress code for the event
- Date by which person must reply
- Contact person and their details



Formal invitations and replies

- The recipient must reply before or by the given date by fax or calling.
- Sometimes the invitation will include a reply card or envelope.
- The reply should be brief, but must refer to the event and date.

Assessment Activity

Forms and questionnaires

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Difference between a form and a questionnaire

Distinguishing between forms and questionnaires

Forms	Questionnaires
The information required from respondents is compulsory.	Filling in a questionnaire is voluntary.
The information will be used to process an official business agreement.	The data will be used unofficially to learn more about the respondents.
Examples of agreements like these: <ul style="list-style-type: none">• Opening a clothes account; leasing a car; applying for a licence, etc.	Such sets of questions could be about their: <ul style="list-style-type: none">• Trends, needs, opinions, etc.
The person filling in the form is usually central to the event.	The person with the greatest interest in the questionnaire is the sender.

Completing forms

- Make sure you have the correct form.
- Establish the aim of the sender.
- Go through the form again.
- Thereafter, complete the form.
- Note any responsibilities.
- Reread the form.
- Submit the form in a neat condition.



Read contracts carefully before you fill them in

Assessment Activity

Completing questionnaires

- Answer patiently and accurately.
- Read each question carefully.
- Be truthful.
- Don't skip answers.
- Use good language and full sentences.



Some questionnaires require that you put a cross through your choice

Assessment Activity

Emails

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Format of an email

The components of an email include:

- From (sender)
- To (receiver)
- CC (carbon copy)
- Subject
- Body
- Closing
- Attachment



The diagram illustrates the components of an email header. On the left is a 'Send' button with an envelope icon. To its right are three stacked boxes labeled 'From', 'To...', and 'Cc...'. The 'From' box contains the email address 'jmgwala@clientzone.co.za'. The 'To...' box contains 'ebenedikt@telkomsa.net'. The 'Cc...' box contains 'mmashinini@clientzone.co.za'. Below these is a 'Subject' box containing the text 'QUERY RE ACCOUNT NO. 072946'.

Send	From ▼	jmgwala@clientzone.co.za
	To...	ebenedikt@telkomsa.net
	Cc...	mmashinini@clientzone.co.za
	Subject	QUERY RE ACCOUNT NO. 072946

An example of the four components of a typical email header

Email etiquette

Here are some rules of etiquette that will help avoid confusion:

- The message should be in full sentences.
- Use a formal tone.
- Don't use abbreviations.
- Don't type any words in capital letters only.
- Read your email at least twice before sending.
- Make sure that attachments are there.
- Respond to any incoming email promptly.



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Assessment Activity