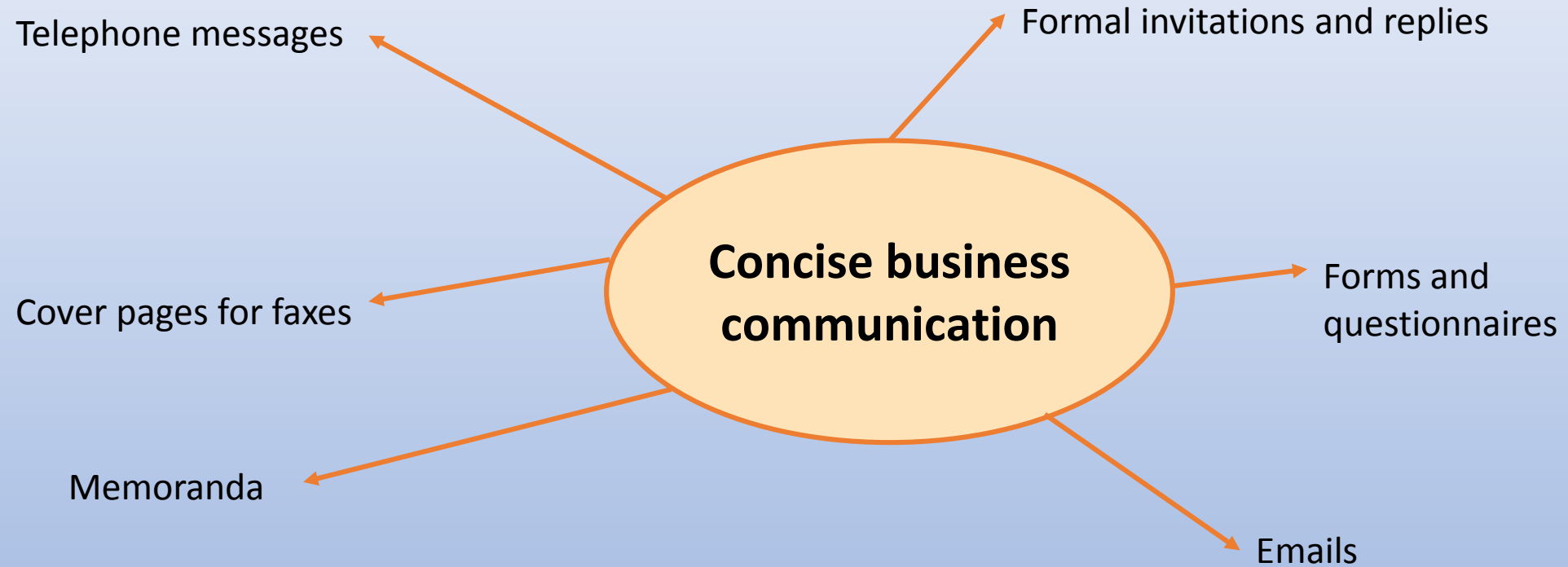


# **Communication N4 & N6**

# **Concise business communication**

# Overview



# Phone messages and faxes

# Telephone messages

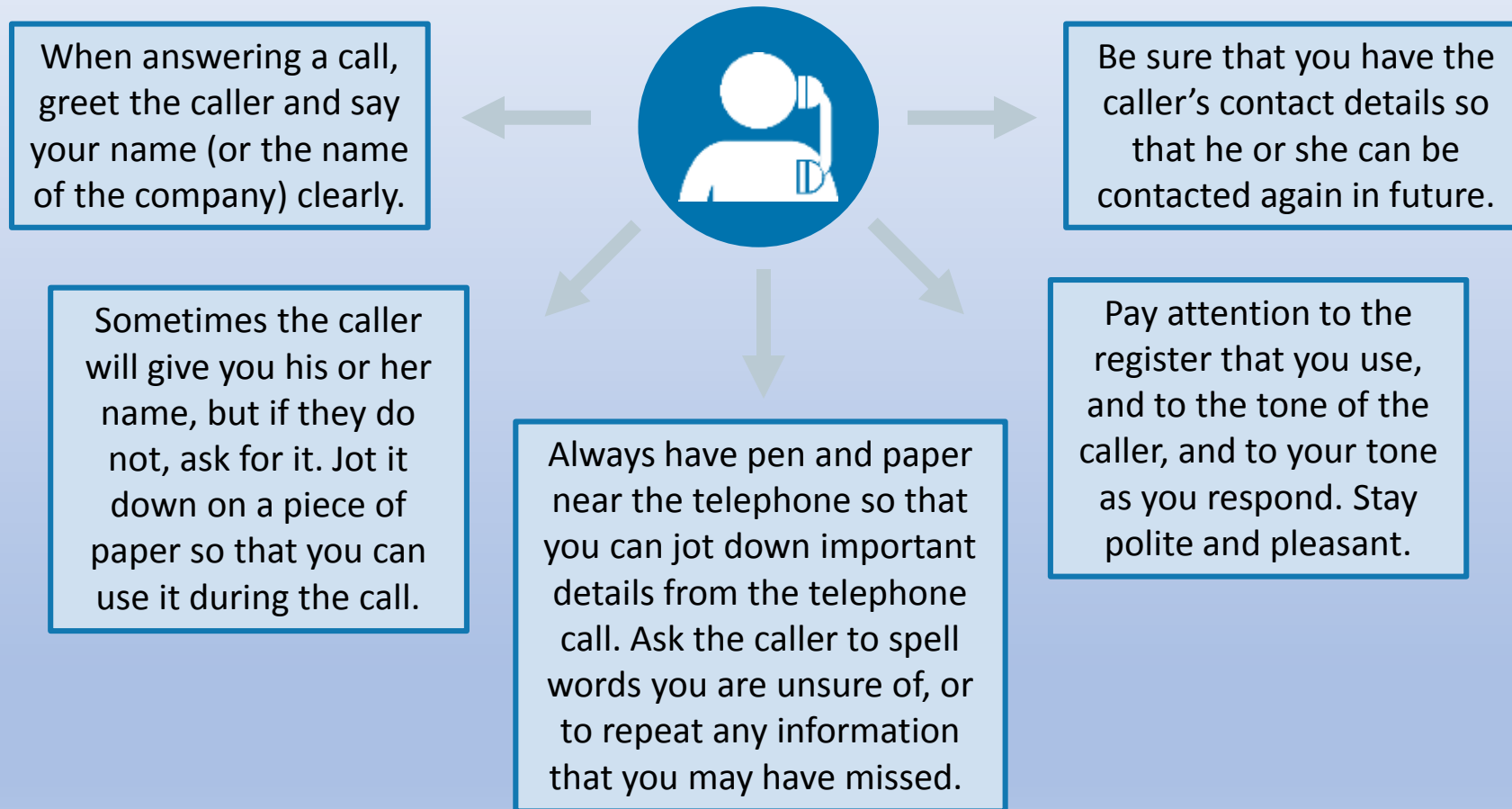
## When taking a call for someone:

- 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

**Activity**



# Cover pages for faxes

## Things to bear in mind when you send a fax

<b>Confidentiality</b>	<b>Long faxes</b>	<b>Follow-up</b>
<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>

**Activity**

# **Memoranda and formal invitations**

# 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

# 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.

**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.



**Activity**

# Forms and questionnaires

# 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"><li>• Opening a clothes account; leasing a car; applying for a licence, etc.</li></ul>	Such sets of questions could be about their: <ul style="list-style-type: none"><li>• Trends, needs, opinions, etc.</li></ul>
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

# 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

**Activity**

**Emails**

# Format of an email

## The components of an email include:

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



The image shows a screenshot of an email composition window. On the left is a 'Send' button with an envelope icon. To its right are four input fields: 'From' with a dropdown arrow, 'To...', 'Cc...', and 'Subject'. The 'From' field contains 'jmgwala@clientzone.co.za'. The 'To' field contains 'ebenedikt@telkomsa.net'. The 'Cc' field contains 'mmashinini@clientzone.co.za'. The 'Subject' field contains 'QUERY RE ACCOUNT NO. 072946'. Below these fields is a large empty text area for the email body.

From ▾	jmgwala@clientzone.co.za
To...	<u>ebenedikt@telkomsa.net</u>
Cc...	<u>mmashinini@clientzone.co.za</u>
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.



Click to play

**Activity**

# Case Study

# Curriculum Vitae

A CV should take on the following format:

Personal details  
Personal Statement/Profile  
Employment History & Work Experience  
Education & Training  
Achievements  
Language proficiency  
Interests  
References



**Quick Fact:**

A recent survey of employers showed that the first 50 words in your personal statement will determine whether or not the employer continues to read through the remainder of your CV. It's vital therefore, that you get the personal statement at the top of your CV, just right.



## The Resume

- Writing a successful resume depends on many factors. Here is a simple guide to the basics of writing a good resume:
- Take detailed notes on your work experience. Include both paid and unpaid, full time and part time positions. Include your main responsibilities, any other activities that were part of the job, the job title and company information including the address and dates of employment. Include everything!
- Take detailed notes on your education. Include degree or certificates, major or course emphasis, school names and courses relevant to career objectives. Remember to include any important continuing education courses you may have completed.



- Include a list of other non-work related accomplishments. These may include competitions won, membership in special organizations, etc.
- Based on your detailed notes, decide which skills are **transferable** (skills that will be especially useful) to the position for which you are applying.
- Write your full name, address, telephone number, fax and email at the top of the resume.
- Include an objective for the resume. The objective is a short sentence describing what type of work you hope to obtain.





- Summarize your education, including important facts that directly relate to the job for which you are applying. You can also choose to include the education section after you have listed your job employment history.
- List your work experience beginning with your most recent job. Include dates of employment, company specifics. List your principal responsibilities making sure to focus on transferable skills.
- Continue to list all of your work experience in reverse order. Always focus on skills that are transferable.

Finally list information skills such as languages spoken, computer programming knowledge etc. under the heading: Additional Skills  
Finish your resume with the following phrase: REFERENCES  
Available upon request



- Finally list information skills such as languages spoken, computer programming knowledge etc. under the heading: Additional Skills

- Finish your resume with the following phrase: REFERENCES Available upon request.

- **Tips**

- Be concise and short! Your finished resume should not be more than page.

- Use dynamic action verbs such as: *accomplished, collaborated, encouraged, established, facilitated, founded, managed, etc.*

- Do NOT use the subject "I", use tenses in the past. Except for your present job. Example: *Conducted routine inspections of on site equipment.*



## To describe your skills the following adjectives are useful

**accurate**

**active**

**adaptable**

**broad-minded**

**competent**

**creative**

**dependable**

**determined**

**diplomatic**

**discreet**

**efficient**

**energetic**

**enterprising**

**enthusiastic**

**experienced**

**fair**

**firm**

**genuine**

**Your CV must stand out if it has any chance of being shortlisted. Why you ask?**

**Well, it's because:**

- ❖ More than 50% of CV's are ignored because of spelling and grammar mistakes**
- ❖ 43% of CV's are discarded because they are written in 3<sup>rd</sup> person**
- ❖ Nearly half of all CV's longer than 2 pages are ignored**
- ❖ On average, recruiters spend between 5 and 10 seconds looking at a CV**

## DO'S

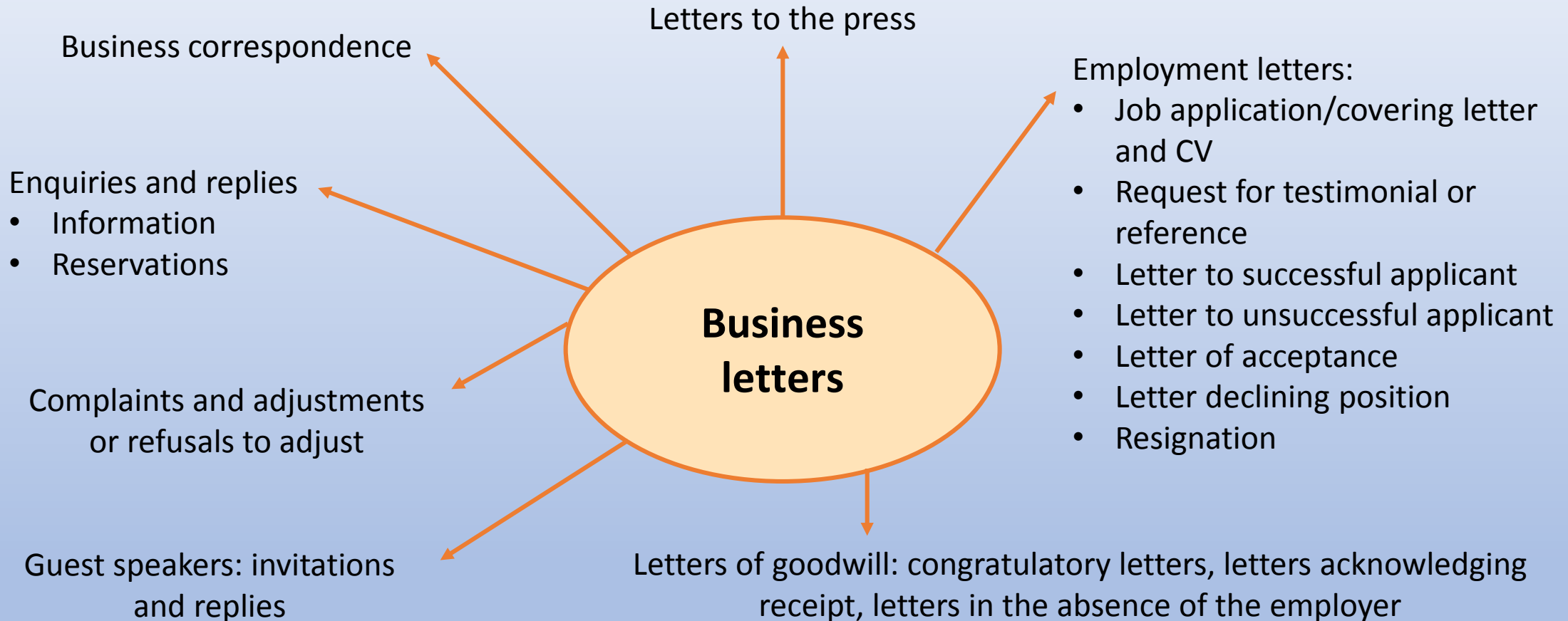
- ❖ Tailor your CV to the role that you are applying for. eg, speak about your skills related to customer service if you are applying for a customer focused role
- ❖ Be clear and concise and don't add any unnecessary information
- ❖ Focus on your skills and experience
- ❖ Use a simple, easy to read font and font size. Arial and 12pt are the main recommended font and font size for a CV
- ❖ Always tell the truth
- ❖ Triple check for mistakes, errors and typos and get someone else to check it for you as well
- ❖ Always keep your CV up-to-date

## DON'TS

- ❖ Include irrelevant work experience
- ❖ Include your marital status, your picture, your religion, your date of birth, your national insurance number or any other unnecessary personal information
- ❖ Tell lies on your CV
- ❖ Use an unprofessional or inappropriate email address
- ❖ Include links to social media such as Facebook or Twitter
- ❖ Use unprofessional fonts like Comic Sans
- ❖ Include any clipart or emojis anywhere in your CV
- ❖ Don't make any spelling or grammar mistakes

# **Business letters**

# Overview



# Employment letters



# Covering letters for job applications

The covering letter should contain the following:

- Yours and the recipient's name and address
- The position being advertised
- Where you saw the advertisement
- Your interests and strengths
- Why you are applying
- Your availability for an interview and work
- Attached CV



Even a prescribed application form would benefit from a short covering letter

# Job application forms

When filling in a job application form you should:

- Read through it
- Use a pencil to mark information that's not at hand
- Print clearly
- Reread the form
- Take care to post or email it



Type carefully when completing an online form

**Activity**

# Requests for testimonials

**A testimonial is a formal letter by your previous employer in which he or she states:**

- How long you worked there (starting date to ending date)
- What position(s) you held and your main duties
- Your best qualities as an employee and as a person
- His or her full name, work address and contact details

**Activity**

# Case Study