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7 C's of Effective Business Communication

by George N. Root III, Demand Media



Effective communication is critical to running a business.

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Effective communication is an important part of business success. To establish good business communication, it helps to have a blueprint of the 7 C's of effective communication. You can use your list of communication "C" words to create efficient communication at all levels of your company, and to help make interactions with customers more effective as well.

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Concise

In business it pays to get to the point quickly. Effective business communication uses concise and straightforward language that gets the point across completely and in a manner that encourages efficient action.

Complete

Plan your business communication carefully so you get all of the information to your recipient the first time. If you leave out important information in your initial correspondence, that will cause a series of problems that will take time to repair.

Related Reading: [The Role of Effective Communication in Maximizing Business](#)

Conversational

According to communication coach Ric Phillips, writing on the Evan Carmichael website, it is important to present your information in a conversational tone that invites interaction, rather than a confrontational tone that can cause an argument. Effective communication presents the information in a manner that is not emotional but instead professional.

Clear

With a business communication, you sometimes get only one chance to make your point. If your information is misunderstood, you may not have the opportunity to correct it before it escalates into a problem. When you present your information, be sure to do so in a clear voice that allows every word to be understood.

Considerate

When speaking to business associates or customers, always open the conversation to questions and clarifications. When you finish a statement, allow a moment for the other person to ask a question before you go on to your next part. When you answer a question, be sure the answer is understood before moving on in the conversation.

Confidence

An air of confidence in your conversation helps add credibility to your information. Present your data with a clear and commanding tone that indicates that you know the subject you are speaking about and that the information being presented is valuable.

Check

Always check your data and facts before giving a business presentation of any kind. You may have useful ideas, but if they are accompanied by incorrect information, the power of your ideas is lost.

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About the Author

George N. Root III began writing professionally in 1985. His publishing credits include a weekly column in the "Lockport Union Sun and Journal" along with the "Spectrum," the "Niagara Falls Gazette," "Tonawanda News," "Watertown Daily News" and the "Buffalo News." Root has a Bachelor of Arts in English from the State University of New York, Buffalo.

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