

Verbal Communication in Business

Level: 3
 Credits: 4
 Learning Time: 40

Learning Outcomes	Assessment Criteria
<i>The learner will:</i>	<i>The learner can:</i>
1 Be able to communicate with customers and other stakeholders when receiving telephone calls or face to face visits	1.1 Identify and take account of company procedures for communicating with customers both face to face and on the telephone 1.2 Present a positive image to customers/stakeholders both face to face and on the telephone 1.3 Demonstrate listening skills to ensure customer/stakeholder needs are met 1.4 Use an appropriate tone and manner at all times 1.5 Resolve any conflict appropriately 1.6 Communicate complex information clearly and accurately 1.7 Summarise the situation, confirm any decisions taken and agree any action points before closing the conversation

<p>2 Be able to plan and initiate verbal communication with internal and external stakeholders to ensure business objectives are met</p>	<p>2.1 Consider the purpose of the communication</p> <p>2.2 Set objectives for the communication and ensure these are achieved through the use of effective verbal negotiation</p>
<p>3 Evaluate their own communication skills</p>	<p>3.1 Review their own performance, presentation and behaviour when receiving and initiating telephone calls and face to face visits</p> <p>3.2 Identify areas for improvement and ways in which this can be achieved</p>

Unit aim

This unit aims to develop the learner's ability to communicate effectively with all customers/stakeholders, both internal and external to the organisation. Learners will demonstrate the ability to handle a range of different situations, including those involving problems and complaints, both face to face and on the telephone.

In addition, learners will be able to achieve specific objectives through the use of effective verbal negotiation skills and evaluate the effectiveness of their own communication skills.