

BUSINESS COMMUNICATION SKILLS

OVERVIEW

Language is one of the most valuable assets that one should cherish and it is an undeniable truth. These include a variety of verbal languages especially English language that is essential in establishing rapport. When one does not have the knack of using the language appropriately for organizational reasons, the whole organization is yet to suffer in terms of its productivity and efficiency. In contrast, as proper language and elements are brought to the view of the reader, the effects are gratifying. Amazing utilization of English language in business writing makes a colossal positive difference in the client's mood before and after reading a particular write up. Hence, development in the aspect of business writing and basic English language helps an individual to groom oneself to a higher level of communication effectiveness, improve the organization's image in the eyes of the clients, and minimizes unnecessary frictions



OBJECTIVES

CONSTRUCT PROPER SENTENCES

STRUCTURE WRITINGS CONFIDENTLY

WRITE LETTERS EFFICIENTLY

WRITE LETTERS AND EMAILS WITH CLARITY

SELECT APPROPRIATE LETTER FORMAT

USE PARTS OF SPEECH EFFECTIVELY

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