

## 12 SECRETS OF EFFECTIVE BUSINESS COMMUNICATION

*Yulia Kyhlevskaya, Darya Prohorenkova, the first year student's*

*Scientific supervisor: Natalia Sysova*

*Belarusian State Agrarian Technical University*

Effective business communication is an essential component of the management skills toolbox. The ability to communicate, and communicate well, is one of the biggest factors in business success. Good communications reduce the incidence of misunderstanding and consequent errors, and enable you to make your point quickly, clearly and persuasively.

The principal areas where communication is essential include: pitching potential clients, client meetings, customer service, face-to-face networking, marketing your business.

### – Pitching Potential Clients

1. Ask the Right Questions. Part of selling your services is being able to understand the client's unique needs. You can do this only by asking questions that get to the heart of the challenges they are facing.

2. Communicate Professionally. Your professionalism can win your contracts, and your communication skills add to the complete package.

### – Client Meetings

3. Schedule and Prepare Thoroughly. We're all busy these days, so scheduling your meetings in advance ensures that you and your clients have an adequate amount of uninterrupted time to speak.

4. Speak, Pause, And Listen. Active Listening Skills are an essential component of effective communication, engaging with the person you are listening to and responding appropriately to them. When you have several topics to tackle, rushing through them to get all of your ideas out may be tempting.

5. Follow Up in Writing. While you may be taking notes during phone or in-person meetings, the other party might not be, so follow up after the meeting with a written message, giving an overview of the discussion to make sure you are both on the same page.

### – Customer Service

6. Ask for Feedback. One way to maintain long-term relationships with your clients is by keeping open lines of communication. This means asking them for their input on how things are going and how they feel about the service you're providing.

7. Address Problems. If a client is unhappy, don't ignore their complaints. Ask them why they are unhappy and what you can do to fix the situation.

8. Try a New Format. Today, so much communication is done via email that the opportunity for major miscommunication is almost inevitable. If a problem with your client stems from miscommunication, try a different method of communication.

### – Face-to-Face Networking

9. Communicate Confidently. Be confident and use body language to support that confidence. Shake hands firmly, smile and make eye contact while communicating at live networking events.

10. Prepare an Elevator Speech. An elevator speech helps you make the most of a first impression, while making networking situations easier and more productive. Be prepared with your speech and ready to answer common questions about your business and what you do.

– Marketing Your Services

11. Be Responsive. A big part of marketing is being available to your target audience and following up when necessary.

12. Write Well. You can't successfully promote your business if your marketing copy is not clear, concise and action-provoking. If writing is not your forte, consider hiring someone to help you craft copy that attracts potential clients, generates interest in your services and motivates potential clients to action.

Effective communication enables senior managers to be more aware of the internal and external pressures on teams, and offers the opportunity for flexible and efficient management. Complex negotiating, conflict resolution arbitration and mediation are just some of the many potentially difficult situations, where the right word at the right time can truly 'save the day'. Strengthening your communication skills is worth the time and effort, and you may be surprised by how much you benefit from more polished and professional interaction.

### **СОВРЕМЕННЫЕ КОММУНИКАТИВНЫЕ ТЕХНОЛОГИИ: КОММУНИКАТИВНОЕ ПРОСТРАНСТВО**

*Гвазава Пикрия Дидимовна, 1 курс*

*Научный руководитель: Дятко И.М., ст. преподаватель*

*УО «Белорусский государственный аграрный технический университет»*

Феномен коммуникативного пространства является перспективным направлением коммуникационного менеджмента в целом.

При осмыслении понятия коммуникативного пространства (КП), важно учитывать: сферу общения; место, в котором происходит коммуникация; вид практической деятельности, частью которой является данная коммуникация; характеристику коммуникаторов и их взаимоотношений; хронологический период, к которому относится данная коммуникация; тип стратегической и практической цели каждого коммуникатора; тип стратегической коммуникативной цели каждого коммуникатора; предмет коммуникации, ее тему; характер передаваемой информации; ситуацию общения.

Можно выделить некоторые структурные элементы КП:

– обстоятельства коммуникативного акта (общий деятельностный контекст, включающий непосредственный акт совместной деятельности, и входящие, фоновые обстоятельства);