

Messages written to international customers and other business contacts are sensitive to the readers. Your goodwill as well as your organization's is at stake. So be very careful while communicating with international people.

The ability to communicate effectively with others is repeatedly named as a top quality of a successful business person. You as a business person may be very intelligent; but if you can't get your message across to the other, you will be thought of as less intelligent than you are because ideas are common, but the ability to clearly communicate ideas to others is rare.

If you are a better communicator, customers and business associates form better impression of you and your organization. This impression is based solely upon your ability to communicate both oral and written messages. Effective business message builds or retains goodwill which is a priceless commodity. Because the exchange of written communication is vital to a businessman for promoting goodwill, the art of producing effective correspondence will help ensure your success in business.

So, your ability to communicate is, in fact, your trademark. The memos, letters and reports you write, demonstrate your ability, or lack of ability to communicate. Presenting yourself through your communication will project a favorable image as well as promote successful business both internally and externally.

Besides, as a businessman you are required to run the working of your organization smoothly because you are to clearly transfer your objectives, policies, method of working etc. to the people working with you at different levels, so this ability to communicate is very crucial for basic managerial functions.

As a businessman you will regularly plan design and control affair to maximize your production and minimize your cost. Your ability to communicate effectively is going to help you from the brainstorming step to implementing the objectives that you chalk out for the promotion of your business.

Another factor that is important to achieve the desired objectives is decision making. Here again ability to communicate both orally and in writing helps you make the most of yourself and your organization.

Above all, your ability to communicate helps you in understanding human relationships. Being an effective communicator, you can interact effectively and positively with others. This situation results in an open climate of communication within organization as well as outside it. So, communication is of paramount importance to be successful in the business.

Developing the Right Attitude

"To the customer, you are the company." Your attitude when dealing with customers, clients, and the public reflect on the company you represent. Your attitude will reflect your country and your culture.

Each message communicates the essential quality and culture of your company and can either build goodwill or destroy it.

Doing an honest job enthusiastically and competently helps both the doer and the receiver. Answering even routine inquiries should and can be an interesting challenge.

Preparing Adequately

Most of the people can learn to communicate effectively for business if they are willing to devote whatever effort is necessary to prepare them adequately. In addition to the proper goodwill-building attitude, the following qualities are desirable:

- Careful, sound judgment when choosing ideas and facts for each message.
- Patience and understanding, even with unjustly insulting persons.
- Integrity, backed up by a valid code of ethics.
- Reasonable facility with the English language.