



EFFECTIVE STRATEGIES IN BUSINESS COMMUNICATION AN EVALUATION

Venkatesh Lamani

ABSTRACT :

The world knows that there is no business without communication, it is an important tool for making business. To make business means to communicate effectively or efficiently. This paper presents how to get success in business through some important effective strategies. First of all advertisement is a form of communication. There are three basic important aspects of communication like signs, fields of experience and meanings and some important elements of advertising communication like source, message, receiver, feedback etc. To collect a new information and negotiation are foremost skills of the business. Undoubtedly advertisement is an essential factor for making a successful business in which media plays major role, those are newspapers, radio, magazines, television etc. Indeed it comprises attention, interest, motivation, desire and convincing capacity etc. Undoubtedly advertisement on the other hand it is kind of stuff.



KEY WORDS: Advertisement, communication, strategies, products and audience.

INTRODUCTION:

First of all many organizations undoubtedly use advertisements to attract audience or customers specifically. In other words no organization can be succeeded without advertising. Therefore advertisement can be used as a communication, a marketing, an economic, a social, a public relations, or an information. Most companies pay hugely for making advertising. Most advertising is paid for by sponsors like Bajaj, Coco-Cola, Videocon, etc, newspapers, radio, television station carry the advertisements so here we read, see and hear.

Indeed communication is mainly powerful weapon for having good result. On the one hand communication is a dynamic process or it has obviously a tremendous power in order to change the attitudes of the customers. To communicate efficiently or effectively means to make business profitably.

First and foremost there is a difficulty of understanding of customers or audience which is really challengable one. To advertise strategies effectively is the another characteristic feature of the business because one who sells one's products needs powerful conversation skills with customers of his or her credibility without getting bored it's really the first step. While conversing with audience eye contact and facial expressions are major roles. Of course, communication is basically two way process it's between seller and buyer and moreover it depends on how salesman speaks with buyer with pleasant words as well as persuade the buyer about the product for its quality as well as quantity and durability too. The very idea of advertisement is specifically highlighted with items with attractive

quations . Indeed it is said that some started business with a little bit of investment but with attractive speech or conversation who most probably succeeded What it's believed communication is stuff is true so first of all sellers or managers should have strong convincing skills or communication skills because it has its own special power. To tell interesting stories and anecdotes is another special aspect of communication in order to make good business. On the one hand usually it results on the convincing capacity with patiently and to some extent customers don't have idea of the importance of product and its utilization or its benefits so in a proper way one can convey one's strategies for better understanding of the items. To make the best business means to communicative effectively customers have to come to know the importance of the items. Certainly motivation strategy is the top most one it's possible only through credible way. Suppose we speak historically most won the heart of the customers through their credibility.

Advertisement is an important programme in the business area. Whatever item we exhibit we should be able to communicate efficiently by using the items. Advertisement in the business is the basis for effective communication. Mainly every item is to be sold but it needs communication. In other words its exposure also needs good spoken skills. Definitely the need of the advertisement is to expose the products systemically as much as possible. The chief function of communication is to motivate the customers. One who can communicate well, is said to have sold the products profitably because business is primarily profitable oriented one who invests one rupees gets ten rupees, it inforces customers.

Indeed communication through advertisement one has to understand for one's either existence or survival or even publicity for their identification, it's today's relevant example is that politicians distribute handbooks of their government or their individual performance door to door in order to reach the voters for which they invest crore together to publish and distribute. The way politics is not free from advertisement is essential to catch the voters either directly or indirectly. It's briefly said that communication is essential requirement because it informs a lot and has tremendous and potential power to change in anyway specifically orators, as we know most politicians and business fellows won and win the heart of the people through their speeches through using or referring relevant stories or slogans or examples with their attractive speeches. If we want to get good results, we should advertise strategically that is through best communicative way. We should remember that communication is the backbone for salesmen.

It's true to say that businessmen should prepare good and colorful advertisements and they should exhibit with attractive words, more and more language is magic, for example "save your time and energy through home delivery"

There are some important ideas of an advertisement like either company or seller should catch attention towards customers, should stimulate interest among customers , should arouse desire, should supply convincing details and motivate actively.

As one goes along who will perceive how different devices are used to incorporate these ideas in an advertisement.

Today media is very excellent way to send the message to the receiver or customer, it is usually sent through newspapers, radio, television and specifically mobile phones these are really fastest devices. Media is used to reach different target customers, for example, Jet Airways get new customers. Most powerful media is television which informs a lot especially political discussions or debates, for instance, India Today channel or etc.

Online advertisement

The very specific period of Covid-19, here media has been hugely utilized through internet, it has not only telecast information but it is also very useful for various channels during covid time and afterwards, for example, almost all teachers have conducted the classes through online, seminars, conferences have also been conducted and politics discussions have been done through videoconference. Furthermore thing is that even phd course work has been also held through online. As far as internet is concerned it's very useful today. Certainly online is media of transaction in many ways which saved time and energy. No doubt media has resulted fruitfully. Through internet consumers

can get much more information and purchase many more things. Today through internet most of things are ordered and delivered properly. Of course, internet is very powerful media. Really online advertisement gets wider audience. Any technology can impact on business.

Receivers are very important in order to receive company's sponsorship and business more or less is dependent on receivers mode, on the other hand if they receive messages and show interest business will be really profitable. Undoubtedly internet plays major role in various ways like sending mail and receiving it through which we collect more information.

Feedback is another key aspect of advertisement. Feedback employs the same sender-message-receiver pattern, feedback informs about the source how much is actually communicated.

Using positive words: while communicating salesman as much as possible should use pleasant words like curiosity, spontaneity, habit, calm, active, pleasure etc.

Negotiation is obviously essential part of everyday life. One who needs to negotiate one's surrounding people. Negotiation is really challenging which needs skills. The way a person who makes business is inevitable that he or she negotiates with the customers or clients in order to reach the messages. Indeed the aim of negotiation must create a beautiful atmosphere to find solution that is profitable to both parties. In general usually most problems as well as new things are definitely settled only through negotiation and it is a suitable process in order to get correct decisions. The importance of negotiation serves the purpose of projects. It selects new locations for business. It identifies new customers in new location and creates a new working team. Deciding of a date for the next is another important fact. Deciding strategy is another important aspect. Here communication is appropriately utilized. Therefore through negotiation proposals are discussed. To negotiate with surrounding people salesman's contact is profitably developed and then it's negotiation among companies, groups or individuals. It is willing to fuse the relationship between customers and companies. It's really one of the key skills of fruitful business. Negotiation not only finds out the solution for many disputes but it is also essential in order to run the business smoothly. One should have excellent negotiation skill in more aspects to make business profitably then it is most demandable.

To communicate effectively means

To negotiate effectively.

To negotiate effectively means to be master of the business.

When a business man negotiates effectively, he is able to understand the situation and then it is easy him to get his business without any loss. To a certain extent along with his investment he combines his communication way as another kind of investment. Mastery of the communication or negotiation enables him confidently to sell products easily, to recognize audience or customers or to approach them it's key point of the business.

The easiest way to approach customers for greater business is to take them in confidence with best negotiation skills. One can also understand the importance of business tricks by approaching the customers' demands. Of course, negotiation is the most powerful aspect of the business so any way business man can keep in mind consciously.

Any one who knows the business understands negotiation skills, speaks politely and confidently for the greater profit. Any one lacking this knowledge, any one wholly unacquainted with the skills of negotiation faces more and more problems and less profitable. His or her knowledge of the negotiation would enable him to understand the psychologically of the customers whether they are qualified or fit to purchase his items or products. It's true to say that he negotiates positively to impress on them in order to translate them as his good customers, the power of negotiation is very important so man can utilize it properly for the betterment of making good progress or business which also enables others to proceed something.

Effective Negotiation

There are three important skills which are listening, speaking and understanding. These are mainly integrated skills. Listening is one of the most powerful skills it turns a lot of people who are changed definitely by listening the speech of successful business men. Why listen carefully because their speeches inform about the source specifically how to utilize when to utilize and speeches would enable him to observe or study about sources. Really or inevitably good negotiators practice communicative skills like its language structure, words, pitch, tone, style and rate of speech. While listening listener can get speakers' tone and facial expressions directly.

Speaking :

While negotiating one can speak skillfully for finding suitable solutions to clarify the disputes between parties. It is very helpful to go ahead for meeting.

Understanding:

Obviously it plays major on when two parties are not ready to understand each other's problems and concerns it interrupts and negotiates actively. Anyway proper understanding must be reached before the two parties can look for solutions. While negotiating questions are oftenly practiced to clarify partner's statements. questions like ,Did I hear you correctly ? I feel you are under pressure. Do you want to talk about this ?

Moreover negotiation is commonly referred to partners' agreements.

Broadly speaking communication and negotiation ensure both parties in order to improve their business relationships hence they can run business smoothly and specifically negotiation fuses them each other. When both parties are in dilemma negotiation is essential and must participate actively in order get solutions otherwise it's possible to get crisis in parties. The very idea of negotiation is to make both parties well because of their huge investment as well as it's in the interest of marketing and another more important point is to be considered that stakeholders, customers, workers etc depend on companies products so that negotiation must participate actively to solve crisis without failure. When a sales officer of a Bank wants to recover loans who has to communicate efficiently and negotiate smoothly. Generally it's believed that negotiation definitely builds good relationships beautiful atmosphere in other words it increases number of business men. Finance is the main source of the life.

Anyway organizations must be developed in order to produce products and communication is a very strategic issue in order to sell the products. Companies are offering job opportunities with great advertisement and the very idea of communication with finance department is also an important fact. It's to create an effective and persuasive message. Specifically companies focus on good advertising to target consumers. Therefore attention is the first objective of any advertisement. It is strongly argued that message should catch the readers' attention and create interest. Utmost point is that interest which helps to generate interest in production and services amongst the right people. On the other hand it's better to create interest with dramatic situations, cartoons, or charts. The main of advertisement is to create the desire to purchase the product that is being promoted. And then it is purely motivational based .

When one can communicate with others who also keenly concentrate what others are saying it really good communication. On the other hand communication always offers to collect new information. Obviously communication gives different types of techniques to approach customers. Of course it joins good effort between speaker and the listener. There is a chance to understand problems of people directly and it also surveys when people are genuine and natural. No doubt at all there are managing conflicts in the working place but conflict is quite natural. However conflict is finally solved . Here the ability of negotiator should be expressed strongly because ability manages skillfully.

As we know language is primarily skill oriented and it needs a lot of practice. It's true to say that message is the heart of communication.

Usually some sellers they sell only through exhibits excellently and nicely with different images or attractive words or phrases, even sing melodious songs by which Salesman pleasantly attracts audience or customers in order to sell products. Language is ever powerful that's why it's preferred and practiced fruitfully. Moreover it's advertised at Bus stand, public places and even while watching news also .

CONCLUSION

No doubt business needs a good advertisement which is a kind of communication, here negotiation plays a major role and salesman communicates interestingly. His strong communication enables him to become a good salesman or businessman. Moreover it is succeeded by its well strategies.

REFERENCES:

1. Business Communication by Meenakshi Raman and Prakash Singh.
2. Developing Communication skills by Krishna Mohan and Meera Banerji.