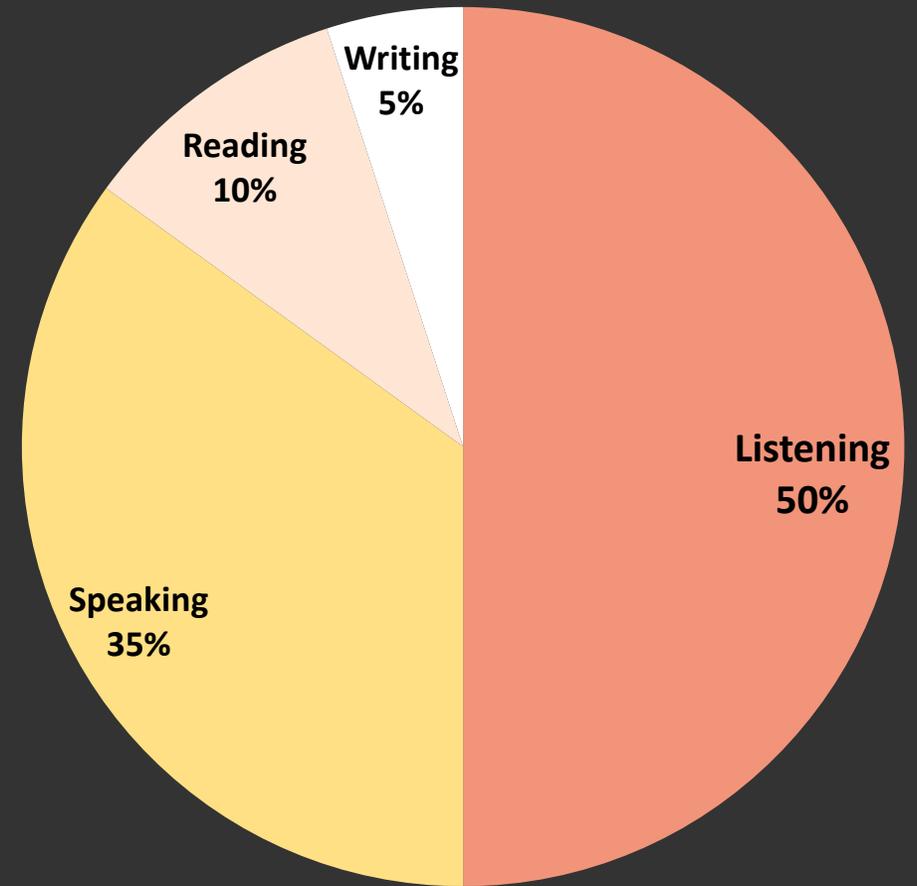


# Verbal Communication in Business

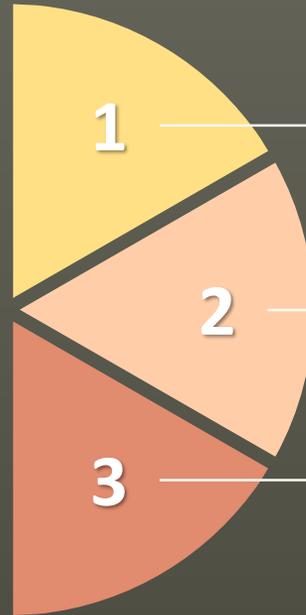
Tine Wulandari, M.I.Kom.

# For Your Information

Proportion of language skill components usage in communication of everyday life:



# Verbal Communication



Verbal communication in a business environment is a communication made to deliver business messages using spoken language.

In business communication, verbal communication can be done formally or informally.

Good verbal communication, has the effect of internal and external to the organization or company.

# A Good Verbal Communication Effect

## INTERNALLY

Improvement of working climate to be more conducive

1

Productivity, discipline, and work ethic also increased

2

Turn over of employees decreased

3

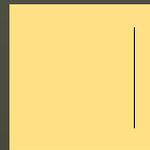
Culture of organization/company will increasingly positive

4

# A Good Verbal Communication Effect

EXTERNALLY

COOPERATION



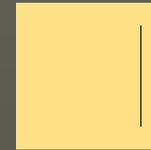
Ongoing cooperation with various parties

SUPPORT



Public support to the existence of organization or company

IMAGE



Good (positive) institutional image

# The Use of Verbal Communication

Internal activities of the organization or company which related to verbal communication are:

01

## MEETING

Used to provide explanations, arguments, ideas, etc. in a meeting to solve problems or make decisions.

02

## RECRUITMENT

At the time of selection of candidates, aims to explore the quality of candidates (interviewer), on the other hand, make it easier for selling and promoting themselves to get a job (interviewee).

03

## STAFF ORIENTATION

Verbal communication is used to give an explanation about the philosophy of the organization or company, such as vision and mission statements to new employees.