**Lesson 3.02 Assessment Key**

**Client Communication in Virtual Business**

1. Select 5 of the “need to know terms” we covered in this lesson and provide a definition, in your own words, and a graphical representation of the term. (sample provided) Answers will vary.

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| TERM | DEFINITION | GRAPHICAL REPRESENTATION |
| In-House billing | Companies handle their won billing and receiving and do not hire a company to handle it for them  |  |
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2. We discussed that there are two parties involved in every communication process. Use the diagram below to fill in the two parties. In your own words, explain why each party’s role is important to the communication process.



RECEIVER

SENDER

The receiver must do his/her part in being able to comprehend information being sent in all forms of

communication (verbal,

written, non-verbal) as well as both formal/informal means. If (both locally and remotely) not, this will lead to confusion.

The sender must clearly communicate whatever information he/she is trying to convey. This may be done using formal/informal communication, and using verbal/non-verbal communication. If the information is not clearly communicated, this may lead to activities, misunderstandings and communication will become with their clients and potential clients.

1. What form of communication would you use to bring in new customers, what would the purpose of each form of communication be, and how would you evaluate your commination methods?

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| **Form of Communication** | **What is the purpose?** | **How would you evaluate?** |  |
| **(in addition to attracting new customers)** |  |
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| Answers will vary but will probably |  Answers will vary based on which form of | Answers will vary, but could |  |
| feature one of the forms listed in the | communication is listed. | include customer reviews, | sales |  |
| lesson…or could be one not brought |  | receipts, number of | new |  |
| up in the lesson, but still valid. |  | customers, etc. |  |  |
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