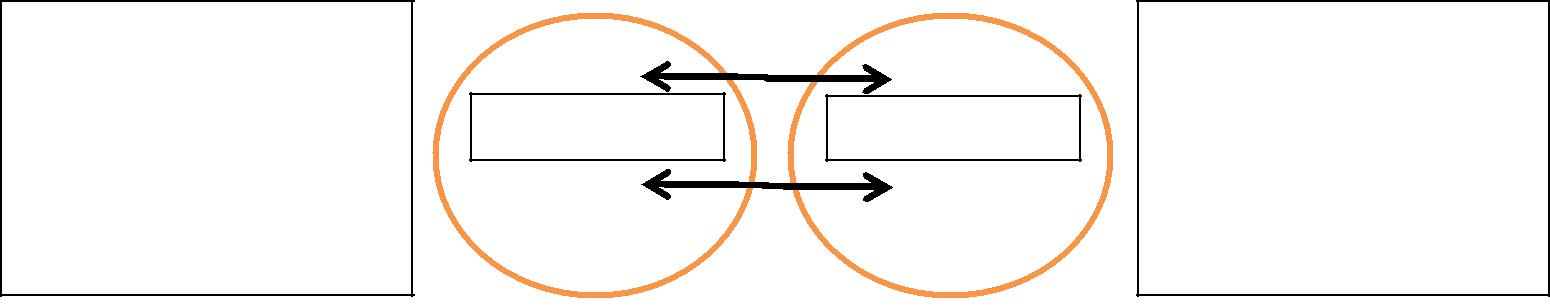
**Client Communication in Virtual Business**

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)

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| --- | --- | --- | --- | --- | --- |
| **Term** | **Definition** | **Graphical Representation** | | |  |
|  |  |  |  |  |  |
| Formal Communication | Verbal or written communication |  |  |  |  |
|  | with a business purpose which |  |  |  |  |
|  | follows organizational guidelines |  |  |  |  |
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1. 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.



|  |  |
| --- | --- |
| Importance | Importance |

3. In our activities, we identified different ways businesses communicated (both locally and remotely) with their clients and potential clients. Given that you are a new local business, what forms 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 communication methods? (To add rows, place cursor in the row, right click, select “Insert”, select “Insert Rows Below”)

|  |  |  |  |
| --- | --- | --- | --- |
| **Form of Communication** | **What is the purpose?** | **How would you** |  |
| **(in addition to attracting new customers)** | **evaluate?** |  |
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