

Analysis on Communication Skills and Application Methods of Enterprise Business Management

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Abstract: With the continuous development and progress of China's social economy, more and more emerging enterprises begin to pour into the market. On the one hand, this effectively improves the level of China's national economy, but on the other hand, it also intensifies market competition. The business activities of enterprises are important activities that can bring economic benefits and business cooperation to enterprises, and to a certain extent affect the development prospects and core competitiveness of enterprises. The professional skills of business personnel and the communication skills in business activities affect the economic benefits and business communication of enterprises in business activities. However, the current enterprises focus more on how to obtain economic benefits in business activities, and neglect the management and training of communication skills for business personnel. Based on this, this paper analyzes the communication skills and application methods of business management in order to promote effective business communication.

1. Introduction

Language is an important carrier for spreading information and expressing emotions, and how to use language to fully express ideas and purposes requires certain communication skills. In the business activities of enterprises, the business personnel of major enterprises all spread and express their own competitive advantages from the perspective of interests, so as to obtain business cooperation^[1]. Therefore, it is very necessary for enterprises to cultivate and improve the communication skills of business personnel. Only when business personnel master certain communication skills can they stand out in business activities and effectively publicize corporate culture and core strength. However, according to the current situation of business management in China, enterprises focus more on how to obtain economic benefits in business activities, and neglect the promotion and application of business management communication skills. This will not only prevent effective communication and cooperation in business activities, but also reduce the market share of enterprises. Therefore, in order to enhance the market competitiveness and achieve long-term development, enterprises must actively take various measures to improve business management and communication skills and their applications.

2. Communication Skills of Enterprise Business Management

2.1 Communication Skills At Psychological Level

The communication skills in enterprise business management can be divided into several levels, of which the most important is the communication skills at the psychological level. In the form of business communication and communication, language is the main carrier, and more importantly, communication is conducted at the psychological level^[2]. Only when business personnel understand and master the needs, concepts and motivations of the other party in specific communication activities can they improve and adjust the content of communication information, so as to make the communication content more meet the needs of the other party and promote business cooperation. Therefore, if enterprises want to promote business cooperation and obtain economic benefits in

business activities, they should first improve their communication skills at the psychological level. Everything has its own characteristics, and different things will have different effects. In the business exchange activities, both enterprises participate with certain purposes. Therefore, business personnel should understand and analyze the needs and motives of the other party in the process of information transmission, and then control the other party from the psychological level to achieve business cooperation.

2.2 Communication Skills At the Technical Level

Communication skills at the technical level mainly refer to the purpose of disseminating information and promoting business cooperation through appropriate language skills in business communication^[3]. Language skills are the premise of effective information transmission and communication, and play an important role in promoting business communication and cooperation. In addition, only when business personnel have good language skills can they face emergencies in the process of communication. First, in business activities, business personnel should use polite language to conduct business communication. In addition, business personnel should spread information step by step in the communication process, and keep calm thinking and professional tone. In this way, it can give a good impression to the other party and attract the other party to participate in the communication process. Secondly, business personnel can also communicate with each other through humorous language. This can not only activate the atmosphere, but also establish a good corporate image for the enterprise. Finally, at the end of the exchange, the business personnel should also talk about the shortcomings and improvement methods in the current enterprise with a sincere attitude, and express the concept of looking forward to cooperation. In this way, the other party can see the sincerity of the business personnel, thus increasing the possibility of business cooperation.

3. Application Methods of Communication Skills in Business Management

3.1 Apply Communication Skills in Communication

Proper communication is the premise and key to business communication. Only when the business personnel of enterprises choose the way suitable for the communication between the two sides can they effectively convey the purpose and concept in the communication process, and then achieve effective business communication^[4]. Proper communication methods can not only effectively spread information, but also give the other party a sense of respect and good communication experience, which is of great significance for enterprises to obtain business cooperation. In actual business activities, business personnel should analyze and study the development situation of their own enterprises and exchange enterprises, and then choose direct or indirect communication methods. Direct communication means specifically that business personnel are straightforward in the process of communication and indicate the main purpose of communication. This way of communication enables the information recipient to fully understand the purpose of communication in a short time. In addition, direct communication can also catch competitors unprepared and gain competitive advantages in business activities. Indirect communication means that the business personnel conduct information investigation on the communicating enterprises before the business activities are carried out, and use circuitous tactics to promote the communication between the two parties in the business communication process. This way of communication can give each other full understanding and respect in the process of business communication, and at the same time, it can effectively test each other's willingness to cooperate. In addition, indirect communication can give the other party an information buffer stage in the communication process, and then guide the gradual acceptance of enterprise information conveyed by business personnel, which is conducive to better communication effects. Therefore, when enterprises participate in business activities, they should first apply communication skills in communication methods, and choose appropriate communication methods according to the specific communication environment, communication purpose, and the actual development of their own and

other enterprises.

3.2 Apply Communication Skills in Emotional Expression

Business personnel of enterprises should also pay attention to the application of communication skills in the process of emotional expression, so as to form and consolidate the business trust of both enterprises and promote business cooperation^[5]. In the process of business exchanges, business exchanges centered on economic benefits can effectively promote the exchange parties to understand and master each other's development status and competitive strength, but it can't promote the establishment of good business trust between the two sides. The application of psychological level communication skills in emotional expression by business personnel can promote the spread of information more in line with the psychological expectations of the other party, thereby increasing business trust. Therefore, in specific business activities, business personnel not only need to master the development situation and core advantages of their own enterprises, but also need to effectively analyze the actual situation, development objectives and corporate culture of the other party. This can not only increase the exchange topics between each other, but also make the other party feel the intention of business personnel, so as to enhance the goodwill and trust of the enterprise. First of all, business personnel should ask themselves about their own communication contents before conducting business communication. For example, does the recipient like direct communication? How to take remedial measures if good communication effect can't be achieved? What is the cooperation demand of the other enterprise? Does the culture of one's own enterprise match that of the other? In this process, business personnel can effectively improve and perfect the communication plan from the perspective of the other party, and lay a foundation for promoting business cooperation. Secondly, business personnel should also carry out business exchanges in the specific business activities in the way of "being reasonable and emotional". On the basis of economic interests, personnel can introduce the advantages and significance of cooperation between the two sides, and analyze the current market situation to the other side, so as to increase mutual trust and promote business cooperation.

3.3 Apply Communication Skills in Information Exchange

In the process of business communication, it not only involves economic interests, but also relates to the corporate culture, the development direction and objectives of the enterprise^[6]. If there is a certain conflict in the corporate culture between the enterprises of the two sides, good communication effect can't be achieved in the business exchange activities. Therefore, business personnel should apply communication skills in the process of information exchange to carry out effective business communication and cooperation. Different backgrounds, development environments, market factors, etc. may lead to cultural differences between enterprises. Business personnel should try their best to avoid cultural conflicts between the two sides in the process of business communication. Mutual trust and tolerance between enterprises are the important basis for business exchanges and cooperation. First of all, before conducting business exchanges, business personnel should try their best to understand and master the enterprise culture, development history, development status, etc. of the other enterprises, so as to avoid cultural conflicts caused by talking about the enterprise culture, affecting and hindering business cooperation in the exchange activities. In addition, if the understanding of the other enterprise's culture, development history and other information is insufficient, business personnel should avoid communicating and discussing related topics such as enterprise culture and development history during business communication. Secondly, in the process of business communication, business personnel should also conduct information dissemination and introduction from the perspective of the development of the other enterprises, place themselves in the cultural position of the other party, and then understand the communication purpose, needs and ideas of the other party under different cultural backgrounds. In this way, not only can the other party feel respect and attention in the communication process, but also can effectively promote business cooperation, which is of great significance for the better development of enterprises.

4. Conclusion

To sum up, it is very necessary to strengthen and improve the communication skills and application of enterprise business management, which not only conforms to the inevitable trend of deepening the reform of China's market, but also is an important basis for promoting enterprises to carry out effective business communication and obtain economic benefits^[7]. Business communication is the basis for enterprises to carry out business cooperation and the key to establish business trust between enterprises. Therefore, enterprise managers should pay full attention to training and improving the communication ability of internal business personnel, and improve the communication skills and application ability of business personnel through communication methods, emotional expression, information exchange and other levels. Only in this way can enterprises carry out effective business exchange and communication in business activities, thus spreading their own corporate culture and market advantages, realizing business cooperation and promoting better development.

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