

Name:

Date:

Class:

Lesson 17.1

Practice Your Understanding

1. Determine the six elements of the communication process in the following scenario. Lilliana is the leader of a sales team. Currently, the team is not making adequate progress towards meeting their monthly sales goal. To help improve sales, Lilliana sends an email asking each team member to send her the contact information for a prospective customer by the end of the week. The next day, Darius replied to the email with the contact information of a potential customer he discovered while cold-calling. (17.1-1)

Answer:

2. An entrepreneur must demand that team members work together effectively and apply common courtesies. Outline communication expectations for your team. Include the following categories: active listening skills, verbal skills, nonverbal skills, and writing skills. Under each category, write appropriate suggestions that explain how each category should be applied for your business or industry. (17.1-2)

Answer: