



Administration (Business Professional)

Unit Title:	Verbal communication in business
OCR unit number:	18
Level:	3
Credit value:	4
Guided learning hours:	36
Unit reference number:	A/505/7056

Unit purpose and aim

This unit aims to develop the learner's ability to communicate effectively with all customers/stakeholders, both internal and external to the organisation. Learners will demonstrate the ability to handle a range of different situations, including those involving problems and complaints, both face to face and on the telephone.

In addition, learners will be able to achieve specific objectives through the use of effective verbal negotiation skills and evaluate the effectiveness of their own communication skills.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Understand how to communicate verbally with customers and other stakeholders	The Learner can: 1.1 Identify procedures for communicating verbally with customers by telephone and face-to-face	<ul style="list-style-type: none">• Procedures for:<ul style="list-style-type: none">– dealing with others promptly– accepted styles of address– handling complaints– reporting problems– recording information on transactions where appropriate– maintaining confidentiality• Understanding scope/limitation of service that can be provided• Advantages of oral communication:<ul style="list-style-type: none">– immediacy– instant feedback– opportunity for discussion– face-to-face communication is supported by non-verbal cues• Use of tact and diplomacy in difficult situations

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Be able to communicate verbally with customers and other stakeholders when receiving telephone calls and dealing with visitors face-to-face</p>	<p>2.1 Communicate verbally with customers or stakeholders when receiving telephone calls and dealing with visitors face-to-face:</p> <ul style="list-style-type: none"> • use of listening skills • use of tone and language (aural and subject impact) • use methods to resolve conflict <p>2.2 Confirm any decisions taken</p> <p>2.3 Agree action points</p>	<ul style="list-style-type: none"> • Importance of being aware of: <ul style="list-style-type: none"> – aural impact (how we sound) – visual impact (how we look) – subject impact (what we say) – need for careful planning • Importance of understanding: <ul style="list-style-type: none"> – that things cannot be unsaid – that there is no written record • Importance of active listening to identify: <ul style="list-style-type: none"> – whether the caller is internal or external to the organisation – external caller's knowledge of the organisation – formal relationship with internal caller – feelings, beliefs and opinions that may affect the interaction – how easily misunderstandings can occur – any further information required • Importance of interpreting correctly what is said • Need to be actively involved in the conversation: <ul style="list-style-type: none"> – paying full attention – picking up nuances, tone of voice, etc. – asking for clarification or repetition • Importance of a pro-active approach: <ul style="list-style-type: none"> – demonstrating a friendly, welcoming attitude and a willingness to help – making callers feel valued offering additional support • In face to face communication, the importance of body language in reinforcing the spoken word and projecting a positive image: <ul style="list-style-type: none"> – posture, gesture, etc. – eye contact, facial expressions

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		<ul style="list-style-type: none"> • Knowledge of how to respond to: <ul style="list-style-type: none"> – the complainer – the very quiet caller – sarcasm, hostility, aggression – persistence • Maintaining loyalty to the organisation
<p>3 Be able to initiate verbal communication with customers and stakeholders, in accordance with organisational procedures</p>	<p>3.1 Plan verbal communications with internal or external stakeholders by telephone and face-to-face, including:</p> <ul style="list-style-type: none"> • the objectives of the communication • how to achieve the desired outcome • how complex information can be relayed <p>3.2 Initiate verbal communications with internal or external stakeholders by telephone and face-to-face to ensure:</p> <ul style="list-style-type: none"> • objectives have been met • desired outcome has been achieved • complex information has been relayed 	<ul style="list-style-type: none"> • Understand the need to: <ul style="list-style-type: none"> – determine the objectives – plan how to achieve the desired outcome – select information relevant to requirements
<p>4 Be able to evaluate their own verbal communication skills</p>	<p>4.1 Review their own performance when receiving and initiating verbal communications with customers or stakeholders</p> <p>4.2 Identify ways in which their performance could be improved in future verbal communications with customers or stakeholders</p>	<ul style="list-style-type: none"> • Importance of self-assessments • Giving customers the opportunity to provide feedback • Identifying follow-up actions

Assessment

This unit is assessed by the centre and sent to OCR for moderation.

Guidance on assessment and evidence requirements

This unit is assessed using a model assignment. OCR has produced a model assignment for each unit which centres may use for the purpose of assessment. The model assignment contains a scenario or real-life situation and related tasks which are based on the assessment criteria of the unit.

Centres may either use the model assignment as an entire, holistic assessment for an individual unit, adapt it to suit individual candidates' needs or devise their own assignment. If they choose to adapt the assignment or devise their own assignment they must ensure that the modified assignment will provide candidates with sufficient opportunity to demonstrate achievement of all the assessment criteria in the unit.

Please refer to the model assignment for this unit which can be found on the OCR website www.ocr.org.uk.

Functional skills signposting

The functional skills mapping for this unit is detailed in the centre handbook which can be found on the OCR website www.ocr.org.uk.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.