

Nonverbal feedback

Business



Nonverbal Feedback Nonverbal Feedback Nonverbal communication has become quite an important tool in the present day society. Nonverbal communication and nonverbal cues make up a very major part of the overall communication that takes place in different elements of life including businesses and organizations. Nonverbal cues such as the tone that is used to convey a message along with the hand movement, gaze and other expressions are important elements that help in painting a clear picture of how an individual actually feels and what he/she is trying to convey. One of the main reasons due to which individuals end up in a conflict or businesses and their representatives leave a negative image of themselves in the eyes of the customers is back of their failure to skillfully use nonverbal communication (Troester, 2007). It has become very essential for businesses and their representatives to use nonverbal communication in an effective and efficient manner while dealing with customers. It is essential for organization's representatives to appropriately use the components of physical cues as well as physical appearance to deal with the customers otherwise they may end up losing their customer (Baack, 2012). For example, I witnessed a lady going up to a customer representative asking for a bank account opening form. The representative did not seem quite interested in opening the account of the customer because he believed that it was not a major account and quite casually directed her towards the counter where the bank account opening forms were kept. The lady sat down trying to fill the form but could not understand the details of the form. Due to this she went to the representative and asked him to her help her. The representative responded in quite an unconcerned manner and told her to wait. The lady immediately understood that the representative was not

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interested and she left the bank in an angered manner. I followed her and asked her what the problem was. The lady told me that she wanted to open a new bank account and wanted to deposit a handsome amount of money but she felt that the bank was not interested. Due to this the bank lost a very major client.

References

Baack, D. (2012). *Organizational behavior*. San Diego, CA: Bridgepoint Education, Inc.

Troester, R., & Mester, C. (2007). *Civility in business and professional communication*. New York: Peter Lang.