



UNIT 5 COMMUNICATING IN A BUSINESS ENVIRONMENT

Jeff Hyatt, Printing Company President; Hyatt Screen Prints

Hyatt Screen Prints, provides leading-edge technology in screen-printing and embroidery.

People Skills. *How do strong customer service skills help Jeff in his profession?*

Stories from the Real World

- ▶ **Name:** Jeff Hyatt
- ▶ **Profession:** Printing
- ▶ **Years of Experience:** 8

What impact do good communication skills have on your professional life?

Good communication skills have an extremely high impact on all aspects of business—selling, management, people, etc.

How important is it to build good customer/client skills in your business?

I've been in the printing business for 34 years, and I know that it's important to build good customer and client skills. Businesses really develop through all aspects of interrelationships, which are largely forged by listening closely to what the customer is saying.

How are presentation and speaking skills essential in your business?

Presentation and speaking skills are essential in business because they determine how others perceive you. When networking with other business partners, you must be sure the other side has a full understanding of what is expected in order to communicate effectively.

What do you see as the most important communication skills someone can acquire from college, school, or professional training?

One of the most important communication skills someone can acquire through college, school, or professional training is the ability to understand people.

Thinking Critically

How does Jeff use communication skills in his profession?

Why are good presentation and speaking skills essential in business?