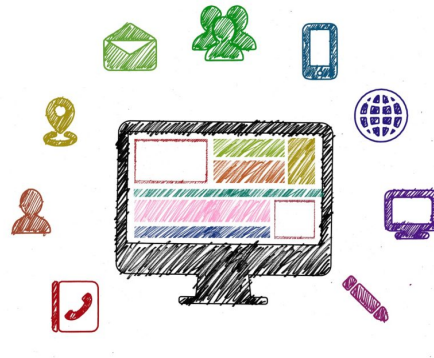


## 2.5.4: Introduction to External Communication

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What you'll learn to do: Discuss appropriate ways to communicate to an audience outside of the company



What are the various types of emails sent outside of company networks? How should employees respond to customer email messages? How should companies handle messages that are critical of the organization? What is the best way to respond to a specific customer request? How would an email sent to a business partner differ from one sent to a customer?

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