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# 5 COMMUNICATION STRAINS THAT HINDER COMPANY GROWTH AND **HOW TO OVERCOME THEM**





Communication is at the heart of any successful business, playing a crucial role in fostering collaboration, driving productivity, and ultimately, fueling growth. When it flows smoothly, everything else falls into place. But when there are blockages, the whole system suffers.

The recent shift towards remote and hybrid work models has made communication even more critical. However, many companies are still grappling with communication complications that are getting in the way of their growth. In this article, we will discuss five common communication obstacles and how VoIP phone solutions (**Voice over Internet Protocol**) can help your business overcome them.

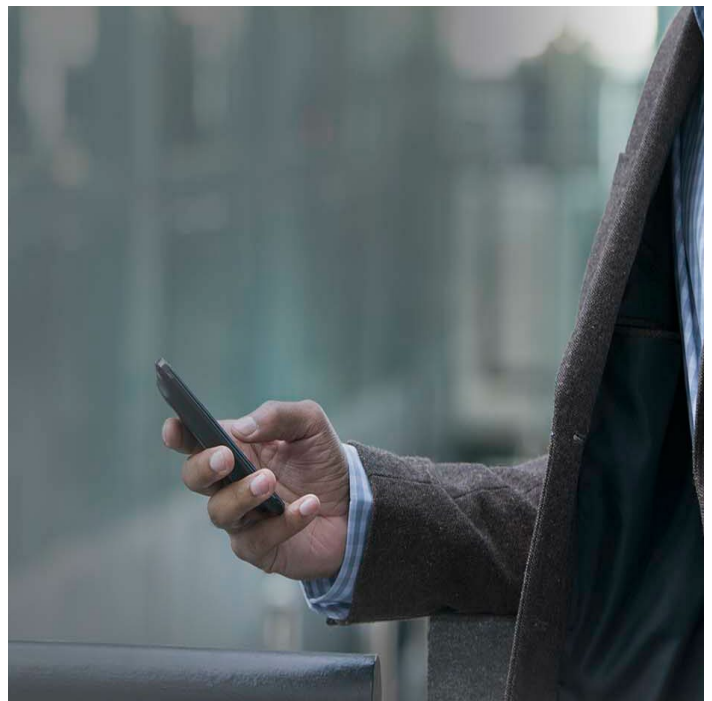
# NAVIGATING THE POST-COVID SALES AND MARKETING LANDSCAPE

The Covid-19 pandemic has reshaped the way businesses operate. Working from home, once considered a perk, has become the new normal for many businesses, with nearly 50% of companies **increasing remote work** in the wake of the pandemic. As a result, traditional sales and marketing models have evolved into an elaborate web of remote interactions.

This shift has made selling more complex than ever, highlighting the need for comprehensive, adaptable communication tools that can support remote teams and ensure seamless collaboration, regardless of physical location.

## CHANGES IN COMMUNICATION POST-COVID


- **The Shift to Remote Work:** When working remotely, different time zones, varying schedules, and the absence of face-to-face interactions can create communication barriers. VoIP phone solutions like those offered by **Telewire** can bridge these gaps, making it easier for teams to stay connected and collaborate effectively.
- **More Reliance on Digital Communication:** Since the pandemic, businesses now **rely more on digital communication** methods like emails, video conferences, and instant messaging. A VoIP phone system provides all this and more, with additional features like call recording and transcription services to help ensure that important details are never lost in translation.





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