


How To Communicate Effectively 2

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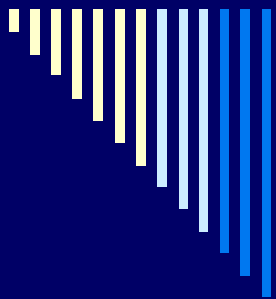
Proper Communication Responses





Proper Communication Responses

- **Advising** – Giving counsel, advice, and solutions to problem
- **Probing** – Asking questions from your own frame of reference or agenda
- **Interpreting** – Explaining another's motives & behaviors based on your own experiences. Trying to figure people out
- **Evaluating** – Judging, and either agreeing or disagreeing



These Responses Are Called:

Autobiographical

...because they all are based and derived from the listener's own foundation of knowledge, experience, and set of capabilities



Responses Are Effective When:

- ❑ The other person has no secret agenda, no axe to grind, and no emotional problems
- ❑ The nature of the other person's communication is logical
- ❑ The other person asks for help from your point of view --- s/he is in "receive" mode
- ❑ The other person is eager/thirsty to learn and improve her/his life



Responses Are Not Effective When:

- ❑ The other person only wants a listening ear or a crying towel
- ❑ The other person wants to express and explore her/his own feelings at her/his own pace, without feeling threatened
- ❑ Feelings or emotions are involved
- ❑ Distorted thinking and weird beliefs --- seeing the world through one's own filters



Main Goal In Sales Communications

Get TO YES!



**This is the essence of
CLOSING**



Techniques/Skills For Getting To YES

- ☐ Encouraging
- ☐ Restating
- ☐ Reflecting
- ☐ Summarizing

**The foundation for
all of them is
Effective Listening**



Encouraging

□ Purpose

- To convey interest
- To keep the other person talking

□ How-to

- Don't agree or disagree
- Use non-committal words
- Positive tone of voice

□ Examples

- “I see ...”
- “Um-hum ...”
- “That’s interesting ...”



Restating

□ Purpose

- To show you are listening
- To show you understand

□ How-to

- Restate the other's basic idea
- Emphasize the facts

□ Examples

- “If I understand correctly, you are saying ...”
- “In other words, you are committed ...”
- “Please let me play back what I think I heard ...”



Reflecting

□ Purpose

- To show you are listening
- To show you understand
- To show you understand their feelings

□ How-to

- Highlight the person's feelings

□ Examples

- “So, you feel that ...”
- “So, you are upset ...”
- “You think that ...”



Summarizing

□ Purpose

- To pull important ideas, facts, etc. together
- To establish basis for further discussion

□ How-to

- Restate, reflect, and summarize major points, ideas and feelings

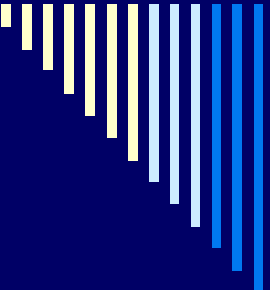
□ Examples

- “These seem to be the key ideas you have ...”
- “If I understand you right, you feel this way about all situations ...”
- “Therefore, the bottom line is ...”



Helpful Tips --- Phrases To Use

- ❑ I am picking up that you want to do ...
- ❑ Based on what you told me, I am leaning towards this solution ...
- ❑ So, as you see it ...
- ❑ What I guess I am hearing is ...
- ❑ As I hear it, you ...
- ❑ So, I hear you saying ...
- ❑ You must have felt ...
- ❑ Your message to me is ... or, seems to be ...



Here Are Some Words/Phrases To Avoid Using:

- ☐ Possibly
- ☐ Perhaps
- ☐ Maybe
- ☐ Potentially
- ☐ Could be
- ☐ Might be



Surely, there are others you can think of. Here are some strong alternatives:

- ☐ Definitely
- ☐ Absolutely
- ☐ Undoubtedly
- ☐ Certainly
- ☐ Conclusively



Short List Of Power Words

(Listed In Order Of Importance)

- ☐ You
- ☐ Your
- ☐ How
- ☐ New
- ☐ Who
- ☐ Money
- ☐ Now
- ☐ People
- ☐ Want
- ☐ Why



The Essence Of Tele-Selling

- **Appear self-confident by using confident language**
 - People, as a general rule, like to buy from others who seem to have self-confidence, as well as confidence in their products and services. Unfortunately, much of our everyday "street language" contains "iffy" words and phrases that project tentativeness and a substantial lack of confidence



Helpful Tips

- ❑ Be “You”-focused
- ❑ Downturn voice
- ❑ Include feeling, leverage feeling, reflect feeling
- ❑ Reflect content
- ❑ Be brief
- ❑ Get to the point quickly
- ❑ **Get to YES**



Client Communication

- ❑ Speak slowly and calmly
- ❑ Keep it simple
- ❑ Avoid jargon
- ❑ Listen for expression
- ❑ Play it back
- ❑ Never assume
- ❑ Verify their meaning
- ❑ Notice what is not said
- ❑ Stay on track
- ❑ Use the customer's own words
- ❑ Be positive



Additional Pointers

- **Praising** and positive attitude are 1000% more appreciated than condemning, chastising, criticizing, and depicting a negative attitude
- Never embellish, never exaggerate, and never, never, **never lie**. Even plain puffery should be avoided
- **Admit openly** when you don't have/know the answer

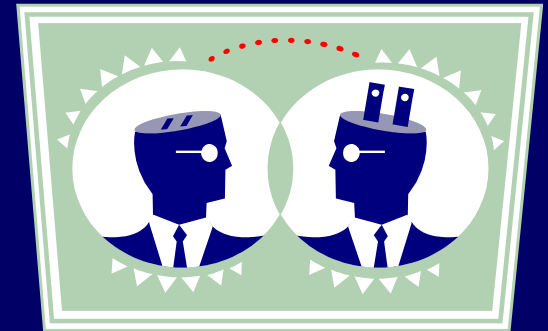


Additional Pointers

- ❑ Never miss the opportunity in saying “**Thank you**” to the customer
- ❑ If you goof up, have the guts to admit it
--- **never cover it up**
- ❑ When receiving a tip or good idea **give credit** and tribute to “the giver”
- ❑ **Offering alternatives and possibilities** is easier than offering “THE solution”

Final Point

- The personalities and behaviors of both parties communicating, affect what is heard and understood. **Perfect communications imply great compatibility between the two parties**





Exercises

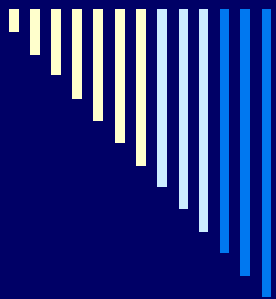




Reflect Feeling

- You feel that your cubemate, Sally, has been under a lot of pressure lately with the new job. Trying to help out, you ask her if you can help her tie any loose ends on the project or client she is working on. Sally replies, “Just because I am new here doesn’t mean that I am incapable of finishing my own work.”

- **What is your response?**



Reflect Content

- You have initiated a quality control program to streamline processes and reduce cycle time. Larry shakes his head and says, "Here we go again. You've tried this last year and it did not work."

- **What is your response?**



Reflect Feeling and Content

- You (department manager) have been telling your friend Diane that you will give her a promotion by a certain date. When the date comes and goes you say nothing to Diane. Apparently, she has been passed over. Diane decides then to come in to your office and says, "What happened to my big promotion? I can see that you are not true to your word."

- **What is your response?**



Communicating Internally

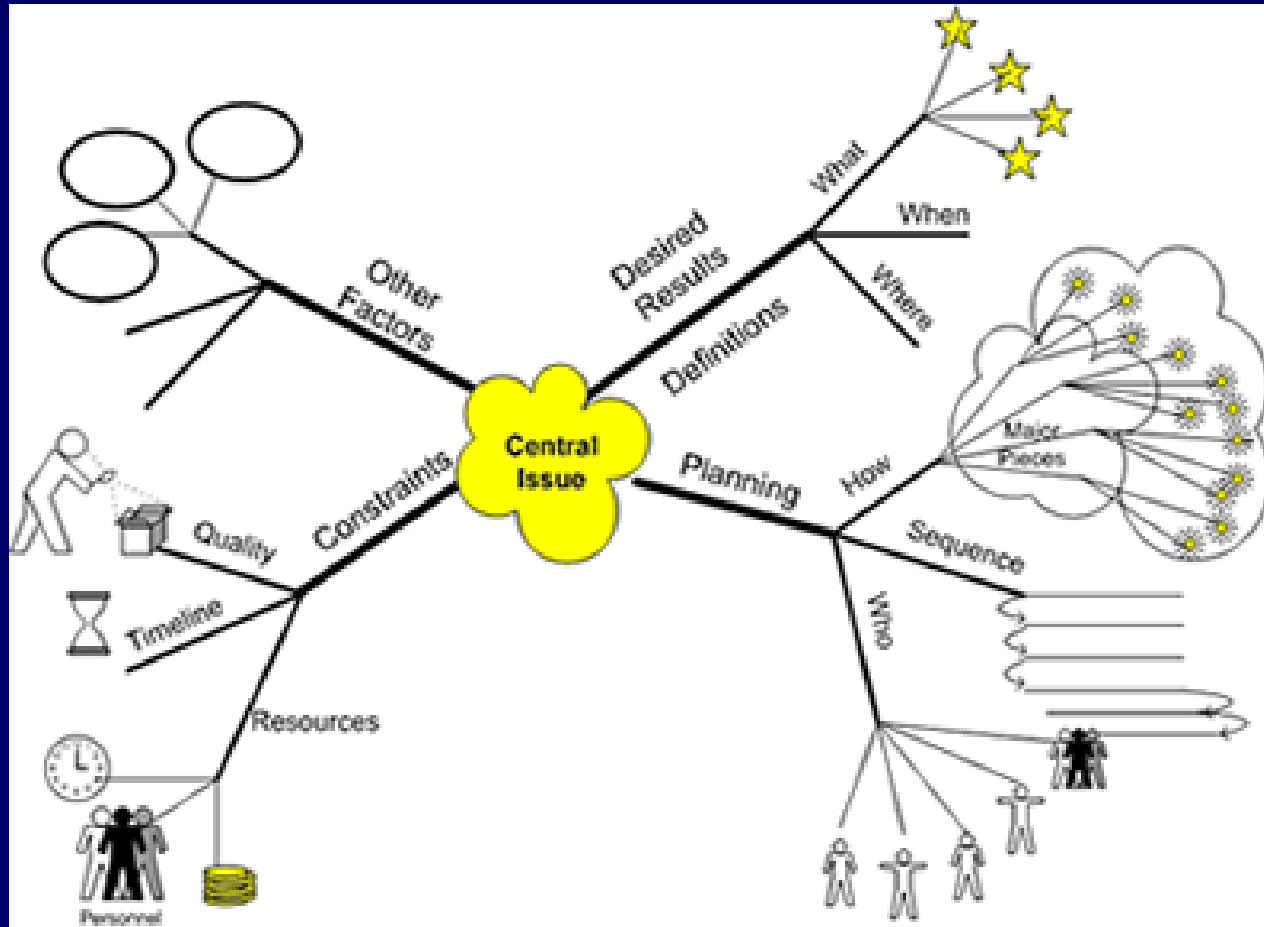




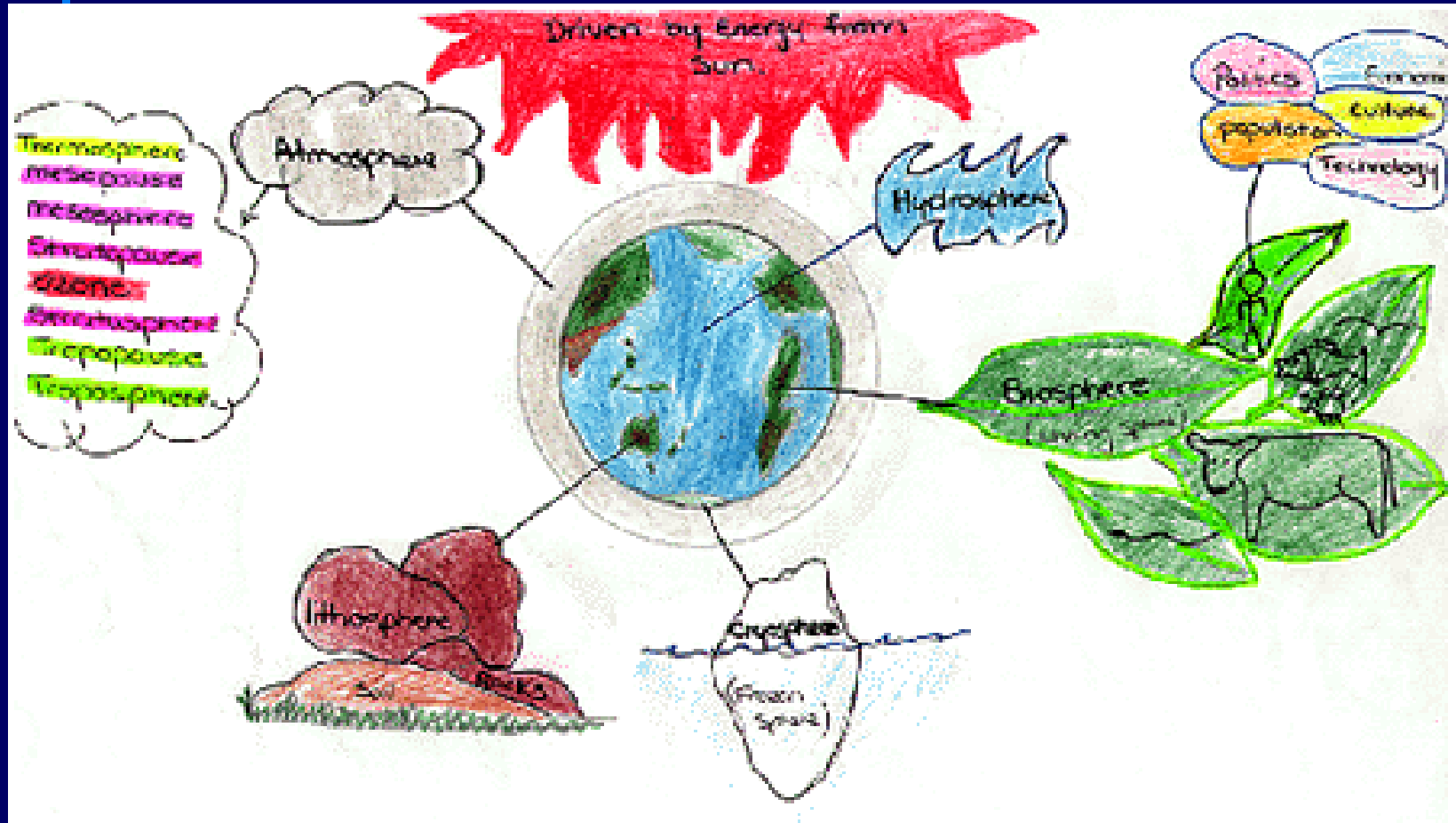
Communication Best Practices

- Learn, learn, learn
- Listen, listen, listen
- Pay attention to the body language
- Pay attention to the words used
- Pay attention to what is not said
- Take notes --- good notes that can be used by you and others
- Add wisdom to your notes

Adding Wisdom Through Mind Mapping



A Simple Example





Major Point

**Insert all your notes and wisdom
in the CRM system**

Remember

- You are not the only one using the CRM system and data base!
- We want to do **data mining** so that some day we can up-sell and cross-sell



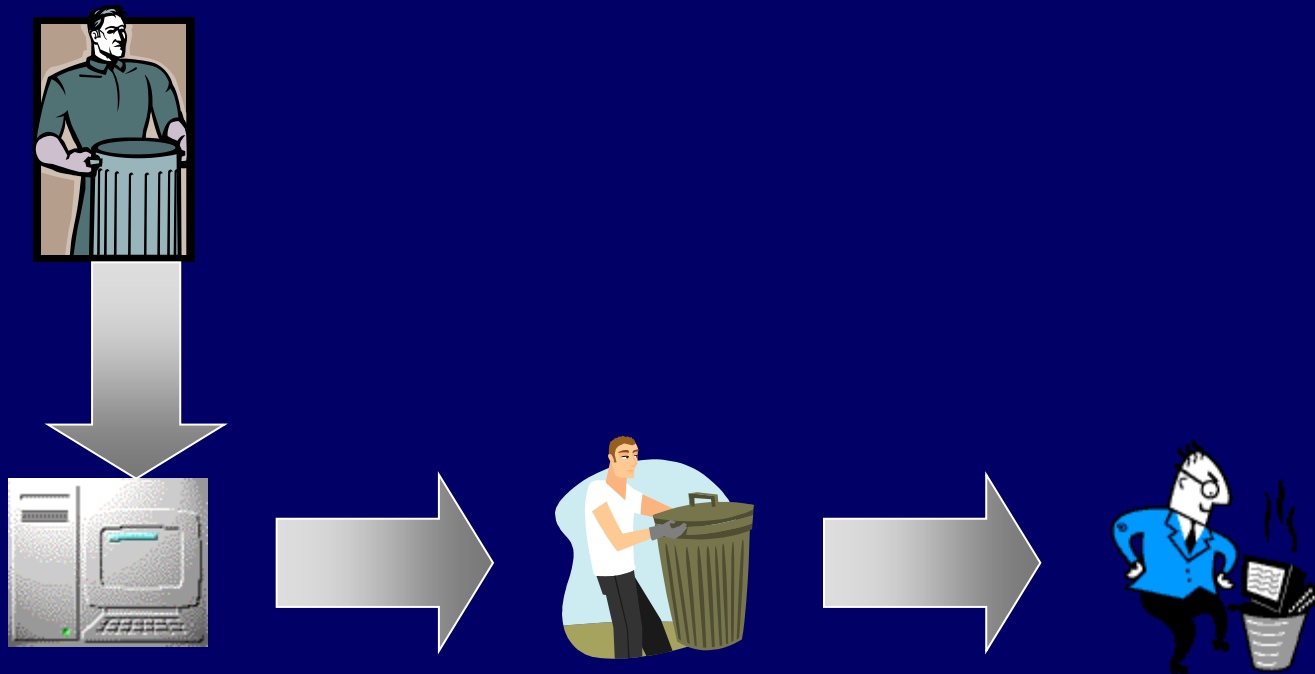


Pet Peeve

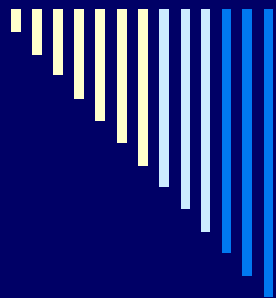
- Usually the notes in most current CRM systems are:
 - Missing key information
 - Containing wrong information
 - Short in content --- meaningless
 - Cryptic and enigmatic
 - Without wisdom or insight
 - Valueless

Please Avoid This:

□ Garbage in ... garbage out







Questions?



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