

Communication:

A Vital Tool for Great Companies

[books]

Enhancing Your Presentation Skills
—Till Kahrs

Wake 'em Up! —Tom Antion

Good interpersonal communication is the foundation of human interaction. Great service-oriented businesses hold it paramount to their success. Whether you're doing a set of nails, recommending retail products, or speaking at a staff meeting, you are in essence the "master of ceremonies". Communicate a message and ensure that it is heard. If done successfully you can deliver a commanding performance that holds your client's interest and produces results.

According to William Hewlett, co-founder of Hewlett-Packard, the ability to clearly communicate to clients and colleagues is a rare skill, yet one that often makes the difference in having your thoughts heard. The Good News: "Great performers are not born, they're trained," says Dale Carnegie.

If you want your client to learn the value of your message you need to determine their choice of communication. Research shows that people retain:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 40% of what they hear and see

So, you must first understand that people communicate through various forms of sight, sound and touch. Secondly, if used properly these elements of communication become the building blocks of winning over an audience of one, one hundred, or even one thousand.

Contact Through Sight

It has been said that the eyes are the windows to the soul. As such, one's eyes are able to communicate a plethora of feelings and emotions. "In our service oriented business, establishing eye contact with your clients is utmost important. It assures your clients that you are paying attention to what they are saying, in essence what they need. In avoiding eye contact, your client may feel disengaged and shut down," says April Crandall, School of Creative Hair, Coldwater, MI.

Impact Through Voice

Your voice gives meaning to your spoken words. By channeling your vocal energy through volume and inflection you can convey various messages to your listeners.

Support Through Movement

By moving with purpose your body's energy can work for you to communicate and support your spoken word.

"Success is a ladder that cannot be climbed with your hands in your pockets. Allow your hands to suggest movement and energize your clientele."—Anonymous

Your clients come to you for an experience and how you communicate with them has a direct impact on the type of experience you are able to provide. You've perfected your craft, now let's work to peak your body's energy for maximum performance.

Command their attention! Stay tuned for ways to hone your communication skills and you'll be on your way toward creating a *great* customer experience for every client, every time.

WRITTEN BY **RENEE GALLART**

NEXT ISSUE: Presentations with Purpose: Part I

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[Principles of Communication]

- Know your audience
- Know your purpose
- Know your topic
- Anticipate objections
- Achieve credibility with your audience
- Use multiple communication techniques
- Follow through on what you say
- Communicate a little at a time
- Present information in several ways
- Develop a practical, useful way to get feedback

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