




Communicating
Clearly
Partner Training Modules
Module One










Imperatives

Define the elements of communication.

Identify and use positive words rather than negative words.

Evaluate the impact of inflection and body language when communicating.




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Communicating Clearly

What happens when we fail to communicate effectively with customers?

What we have here is a failure to communicate.




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Communicating Clearly

What happens when we fail to communicate with customers?

How do we amplify the impact on our customers when we fail to communicate effectively internally as well?





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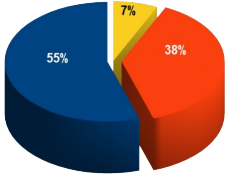
Elements of Communication

There are three elements in verbal communication:

Words

Inflection

Body Language




Element	Percentage
Words	55%
Body Language	38%
Inflection	7%


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Elements of Communication

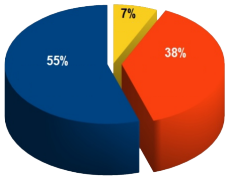
There are three elements in verbal communication:

What percentage of the communication pie do you think each element takes?

Words

Inflection

Body Language




Element	Percentage
Words	55%
Body Language	38%
Inflection	7%

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Word Choice

Negative Approach



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Word Choice

Positive Approach




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Word Choice


Negative Statement	Positive Alternative
<i>That's not included in our scope of service. We'll need to bill it separately.</i>	Let me double-check our scope of service. If this change isn't included, let's work together to get you a good price.
<i>We've never done that before. I don't think we've got the expertise. Better call somebody else.</i>	?
<i>You want this done by when? Are you kidding me?</i>	?
<i>Look, we're doing the best we can. No one could do it faster.</i>	?

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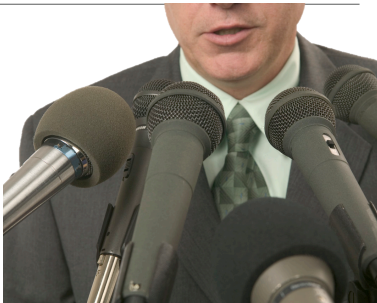
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Inflection

What is inflection?




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Inflection

How does the change in emphasis affect the meaning.




I didn't tell John you were stupid.
I didn't tell John you were stupid.
I didn't tell John you were stupid.
I didn't tell John you were stupid.
I didn't tell John you were stupid.


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Inflection

How does the change in emphasis affect the meaning.




I would be happy to take care of that for you.
I would be happy to take care of that for you.
I would be happy to take care of that for you.
I would be happy to take care of that for you.
I would be happy to take care of that for you.


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Inflection

How can inflection affect the following phrases?

"Hello."
"I don't know."
"That's great."
"I don't think so."
"Excuse me."
"No problem."




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Body Language

If your body language doesn't match your words, which will people believe?

You've done a great job, Fred.

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Body Language

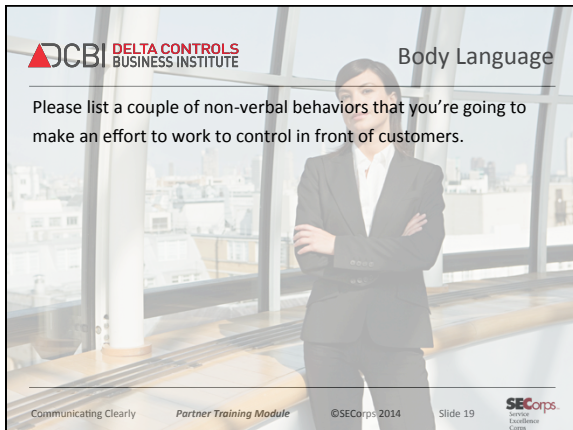
Behavior	How It May Be Perceived
Bouncing your leg	?
Raising an eyebrow	?
Nodding your head	?
Leaning forward	?
Looking down and not at them	?
Looking at your phone and not paying attention	?

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Body Language

Behavior	How It May Be Perceived
Remaining silent	?
Drumming fingers	?
Shrugging shoulders	?
Folding arms	?
Reading something	?

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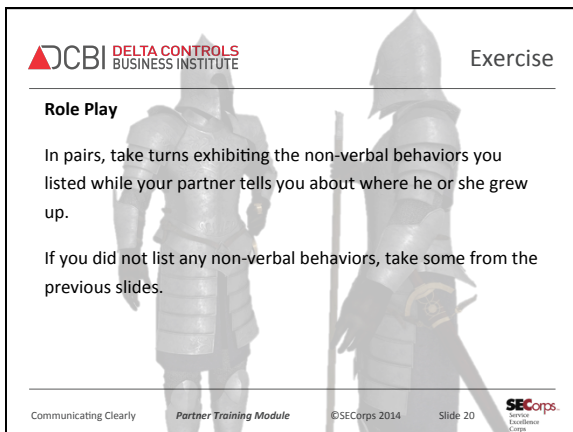


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Body Language

Please list a couple of non-verbal behaviors that you're going to make an effort to work to control in front of customers.

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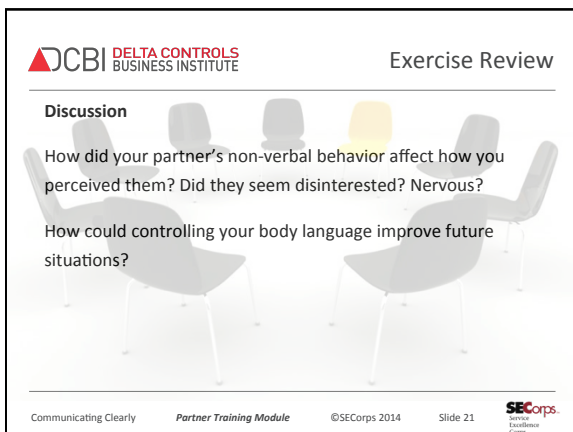
Exercise

Role Play

In pairs, take turns exhibiting the non-verbal behaviors you listed while your partner tells you about where he or she grew up.

If you did not list any non-verbal behaviors, take some from the previous slides.

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Exercise Review


Discussion

How did your partner's non-verbal behavior affect how you perceived them? Did they seem disinterested? Nervous?

How could controlling your body language improve future situations?

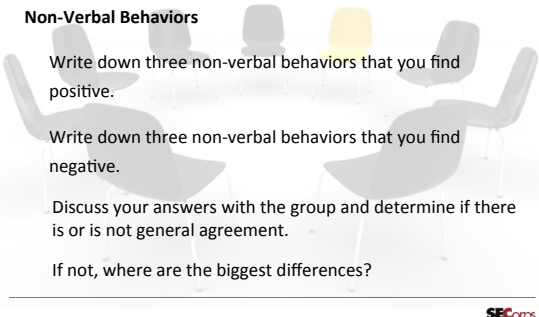
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Alternate Exercise

Non-Verbal Behaviors





Write down three non-verbal behaviors that you find positive.

Write down three non-verbal behaviors that you find negative.

Discuss your answers with the group and determine if there is or is not general agreement.

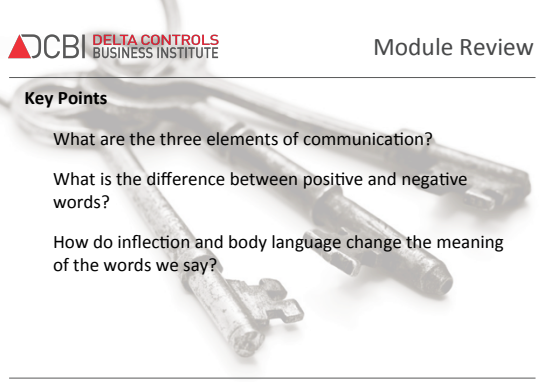
If not, where are the biggest differences?

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Module Review


Key Points



What are the three elements of communication?

What is the difference between positive and negative words?

How do inflection and body language change the meaning of the words we say?

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Questions



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