



DECIDE. ACT. MAINTAIN. SUCCEED.

Tip #10 of 12 Mindset tips for improved performance: The Meaning of Communication is the Response You Get

To communicate is to be involved in a two-way action. Merriam-Webster defines communication as: *a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior*
“Exchanged” is a key concept in the definition of communication.

As we already know, face-to-face communication is over 90% non-verbal. When you think you are being clear and precise but are met with a look of confusion or irritation; the meaning to the receiver is confusion or irritation.

How do you correct the message so that your intended message is acknowledged by the receiver? Are you sensitive enough to feedback to evaluate and adjust your message if necessary.

Have you calibrated on behavior* so you can be aware of and utilize non-verbal feedback while communicating with the other person?

In a selling situation – are you more focused on your words, delivering your scripted pitch; or are you communicating? Are you utilizing feedback and asking questions if your prospect seems confused or is giving you unexpected feedback?

As a consumer, how do you respond to a sales person who is more focused on the features and benefits of their product and their slick marketing materials than they are in talking *with* you?

Think back to important conversations you’ve had where the outcome wasn’t what you wanted... when you walked out without the deal. If you could replay those conversations now, what would you do differently?



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When would you have stopped and asked the prospect if you are being clear?

Could you see yourself saying something like, “Sometimes I get a little too far into the details, Mr. Prospect, and I lose people... I want to be sure I’m giving you the information that answers your questions and addresses your needs in a way that I’m really clear. How are we doing so far? What questions do you have at this point?”

That would be a change of pace from most sales people, wouldn’t it?

One last thought. Don’t ask your clients or prospects if they understand. It can come off as insulting. They are smart people... if anything ask if you are being clear. Watch for the telltale signs of confusion. You know what they are. When you have rapport with a client, you’ll feel their confusion before they even have a chance to voice it. Stop. Inquire. Clarify. Be in tune with your prospect – not your script and win the game of selling.

Okay, one more last thought. Scripts work, otherwise your company would not be providing them to you. They work best when you internalize them and make them yours, so they are conversational – natural. Think about a scene from your favorite movie. Those words were written by a third party, memorized and delivered by a skilled actor so they are believable in the context of the film. So it is with scripts – they need to be *you* for them to work. No shortcuts here. Sorry!

** Tip #6: Behavior is the most important information available about a person at that moment.*