



Communicating When Strangling Isn't an Option

Especially prepared for: **MPI Northern California Chapter**
September 13, 2011 • 10:15 – 11:15am • Sir Francis Drake Hotel

"In the end, the love you take is equal to the love you make." Paul McCartney

Communication obstacles:

Eliminate Default behavior/Mind-Blind

"Think left and think right and think low and think high. Oh, the things you can think up if only you try!" Dr. Seuss

- Are habits crowding out opportunities to do things better and smarter?
- What do you need to unlearn?

Garbage in, garbage _____

Look for a second right answer

"In the beginner's mind there are many possibilities, but in the expert's mind there are few." Shunryu Suzuki

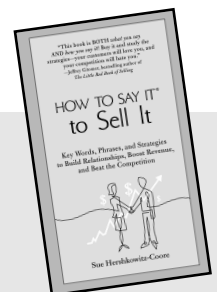
Situation: You're sick of certain people sending/copying you and everyone else on their emails when they are obviously intended for only a few people. How would you handle this?

No workarounds!

"Those who wish to sing, always find a song." Swedish proverb

Change the backstory. Start with good intention.

"How people treat you is their karma; how you react is yours." Wayne Dyer



Look for Sue's newest release published by Prentice Hall,
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Key Words, Phrases, and Strategies to Build Relationships, Boost Revenue, and Beat the Competition

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Start with heart

Be curious

"I am neither especially clever or especially gifted. I am only very, very curious." Albert Einstein

Have crystal clear purpose

"If you don't know where you are going, any road will get you there." Lewis Carroll

- What do I want?
- What do I really want to accomplish at this moment
- If that's what I want, what would I say and how would I act?

You're sick of certain people sending/copying you and everyone else on their emails when they are obviously intended for only a few people.

- What positive backstory can you spin?
- What do you want?
- What will you say to start with heart?

Speak your truth – Observable, respectful and non-judgmental

"The aim of argument, or of discussion, should not be victory, but progress." Joseph Joubert

Step back

"Would you rather be happy or right?" Tom Crum

Help them feel safe and smart

- Why would a decent, normal human being respond like that?

Listen for points of agreement

"The first and most difficult task of dialogue involves parking the ego and listening with an open spirit." Ann McGee-Cooper

- You're right and...
- Yes and...
- We agree on ... and ... and
- That's an idea!

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Deal or No Deal: Gain commitment

"If there is nothing to lose, and something to gain, always ask." W. Clement Stone

Flame me, flame you!

- Don't use that tone with me!
- Respond to the issue, not the emotion.
- Clarify.
- What conversation am I avoiding?
- Show respect!
- Align your message with their needs.

Take the high road

*"What goes around, comes around. What goes up, must come down.
It's called Karma baby." Alicia Keys*

Notes:

*"If you need something from somebody, always give that person
a way to hand it to you." Sue Monk Kidd, The Secret Life of Bees*

Take-aways:

My two most important take-aways are:



Power Sales Writing
Revised and Updated
Release date: 9/9/11

"Your customers can ignore
your correspondence or
you can read this book.
It's that simple!"

Larry Winget, TV personality
and #1 Bestselling Author
of Shut Up, Stop Whining
& Get A Life

Available at www.amazon.com