

Business Communications

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Business Communications

- Inform
- Affect an attitude
- Persuade towards action
- Build personal credibility

Most Frequent Problems

- Fright and lack of confidence
- Not sure what to say and how to put it together
- Intimidated about making mistakes
- Fear of rejection
- Appearing foolish
- Too late...missed the moment

Levels of Competencies

- Strategic
- Style
- Format and content

Strategic

- Objectives
- Audience analysis
- Understanding of points of view
- Preparation
- Role to play
- Taking command or support

Style

- Presence and consciousness
- Body language
- Eye contact
- Hands
- Comfortable, friendly and authoritative
- Flexible to occasion

Format and Content

- Models for structure
- Time constraints
- Degree of specificity required
- Verbal and written
- Workplace culture
- Meeting, conversation
- Face to face and other modalities

Aristotle on Rhetoric

- Ethos
- Pathos
- Logos

Content

- Preparation enables leadership
- Anticipate questions; prepare answers
- Have facts at hand
- Need to discern what is important and what is peripheral for consideration
- Cluster and simplify
- Do not need to show all you know

Models

- Chronological
- Cause and Effect
- Compare/Contrast
- Spatial
- Visual
- Problem/Solution
- Monroe's Motivated Sequence

Active Listening

- Restate question
- Qualify concern
- Establish criteria for solutions
- Provide trial solutions
- Be prepared to resume discussion at later time
- Handle aggressive attitudes by questioning assumptions

Add Color to Your Language

- Anecdotes and famous quotations
- Analogies
- Transfer applications
- Humor
- Short and sweet

Impromptu Techniques

- ABC
- Tease ‘em. Please ‘em, seize ‘em
- Point with supporting evidence
- Piggyback don’t refute
- Grace period

Formal Presentation Structure

- Purpose
- Background
- Details/Discussion
- Recommendation
- Rationale for recommendation
- Summary

Strategic Considerations

- Recommendation first or last
- What are deal-breaker issues?
- Who is decision-maker(s)
- What action can be reasonable to request
- Overcoming objections
- Incorporating ideas
