

3 Ways to Communicate



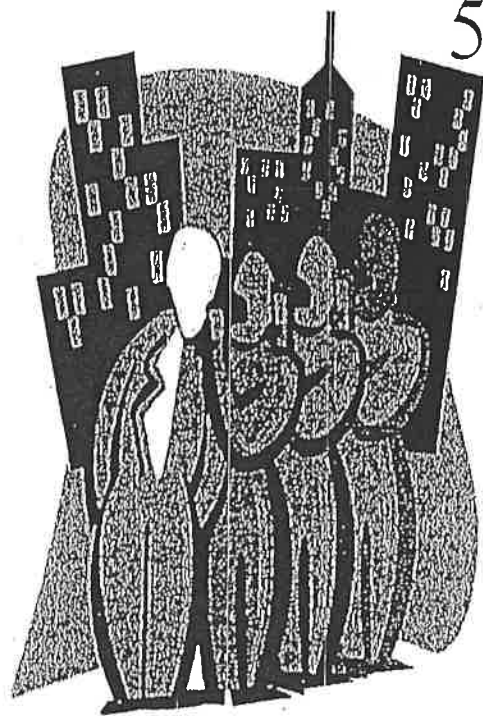
Visual: eye contact,
facial, space, style,
body language

Vocal: voice speed,
inflection, tone

Verbal: words

Which “V” Matters Most?

Customers Receive Communication



55% how you look
38% how you sound
7% what you say

Visual Communication

- Eye Contact: is expected; shows the other person we are listening
- Facial Expression: visual animation of how we feel; show emotions vs. a poker face
- Space: don't invade another's space (2-3ft)
- Style: dress, hairstyle, keep office
- Body Language: visual language, supports or contradicts auditory message

NONVERBAL COMMUNICATION AND HOW IT CAN BE INTERPRETED

Arm/legs crossed	Defensiveness Tightness and withdrawal Resistance to others
Handshake	Decisiveness Character strength
Clenched fist	Determination Anger Hostility
Hand wringing	Expectancy Stress Worry
Opening one's hands	Acceptance Openness Sincerity
Joining fingers	Superiority Confidence
Tapping fingers	Tension Nervousness
Covering mouth	Nervousness Concealment
Resting hand on face	Interest or boredom depending on facial expression
Hands on hips	Aggression Readiness
Avoiding eye contact	Discomfort Guilt Hiding true feelings

Furrowed forehead

Anger
Frustration
Concern

Raised eyebrow

Astonishment
Surprise

Flared nostrils

Sign of anger

Arms behind neck or locked hands

Self-control
Authority

Sitting with arms around
back of head

Superiority

Foot shaking

Impatience
Boredom
Nervousness

Leaning forward

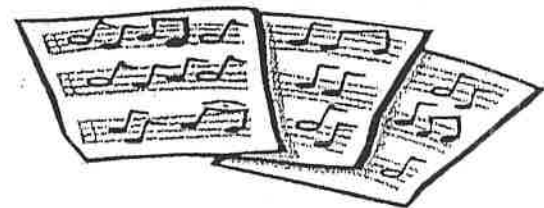
Positive feelings

Smiling

Innocent embarrassment
Pleasure
Subtle cynicism

Vocal Communication

- Speed of Voice: 125-250 wpm in US
- Tone of Voice: not what you say, but how you say it (angry, sad, sarcastic, etc.)
- Energy and Volume: expresses your attitudes and enthusiasm, soft & loud
- Inflection/Pitch: emphasis on certain words; the body language of the voice



WORDS TO AVOID AND WORDS TO USE

Some words and phrases seem to be more *productive* in customer interactions

Words to Avoid

Words to Use

CUT OFF OPTION		OFFER OPTIONS	
You have to...		Will you...	
You can't...		I am (organization is) unable to because... (explanation)	
I can't		I don't have the authority to do that, but let me put you in touch with...	
It's not our policy...		We do it that way because...	
Because that's our policy...		What have you considered?	
Why don't you...		It works well when...	
It's required, it's necessary		Let's see what we can work out	
You sure have a problem		However/And,	
But,			
SHUT DOWN COMMUNICATION		GET INFORMATION	
What's your problem?		Can you tell me about the difficulty you're having?	
You didn't do it right		Tell me what happened	
You're Wrong		There are a few areas on the application that need to be completed	
You're being confusing		I can see there has been a miscommunication	
You're not clear		I'm confused about what you are telling me	
What are you talking about?		I'm not clear about what you are saying...	
It's not my job		Let me see if I understand	
You did that ok, but		Let me see what I can do to help. We have a specialist on that and I'll reach her	
I can't wait after 6 pm		You did that ok, however/and you need to add	
		I'd be happy to give you until 6 pm tonight	
MAKE JUDGMENTS		MAKE NO JUDGEMENTS	
Best		It works well when....	
Worst		It may not work well if...	
You Always/You Never		It is often	
CREATE UNCERTAINTY		CREATE CONFIDENCE	
I'll try,		I'll do it or I'll do this much.	

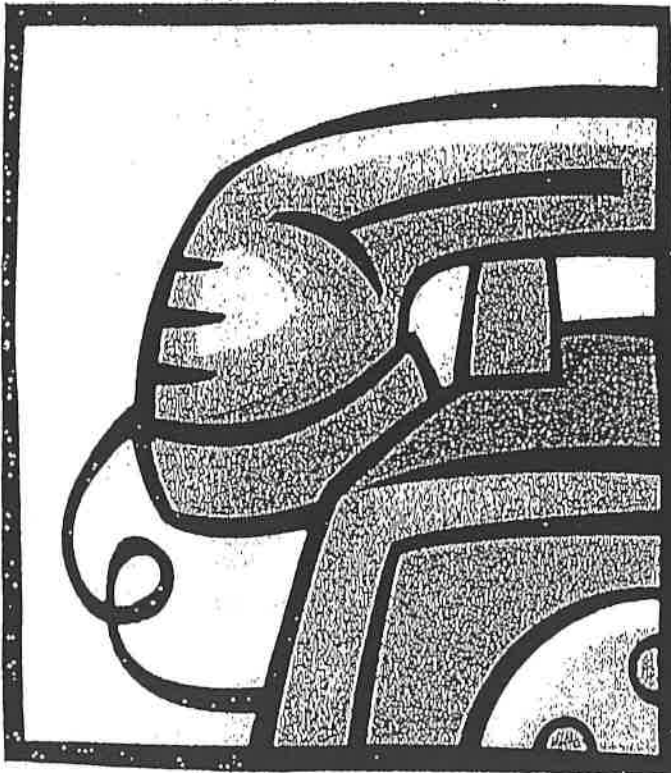
Verbal Communication: Power of Language



- Words to Avoid and Words to Use

What Are They?

Verbal: Your Talking Image



In Person		Voice Only	
Words	7%	Words	16%
Tone	38%	Tone	84%
Non-Verbals	55%		
			<hr/>
			100%
	<hr/>		
	100%		

Research: Dr. Mehrabien, Stanford

