

It's a Dog Eat Dog World – don't get caught wearing Milkbone shorts

Got the right words? Laugh and learn in this high energy, fun-filled, humorous session offering the latest solutions in effective communication. What are you saying that's causing your prospects and customers to scamper to your competition? Karen will tell you - and give you replacement words and phrases! Leave with an immediate, specific, action plan to talk smart, and achieve tail-wagging results!

Word/Phrase	Replace with
1. Can't	Can
2. I don't have the time	You're important and...
3. Sorry!	I'm sorry for...
4. It's hard	Challenging
5. Problem	Opportunity
6. I have to/need to	Choose, want, get, verb
7. I don't know	a) What would it be if you did know? b) 5 seconds of silence c) ask other for solution d) I'll find out
8. He made me angry	I felt angry when
9. Try	Do or do not do
10. But	Separate
11. Why	What OR How
12. I have NO idea	I'm not sure, My best guess
13. You're always	Usually, often
14. You'll never	It will be a challenge
15. I should/you should	Could
16. Talk/speak TO you	Talk WITH you
17. "To be honest with you..."	Positive/Positive OR Negative/Negative

Some material adapted from:

"What you say is what you get" by George Walther

"Instant Persuasion" by Laurie Puhn

"Talking the Winners Way" by Leil Lowndes

"Tongue Fu" by Sam Horn

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Cat's Got Your Tongue? – Communication tips to keep you out of the doghouse

Are you unintentionally turning away new business and revenue? Do you have unresponsive or difficult coworkers? Are people holding up the information you need to do your job? Simply changing some of the words you use will affect your success with others. Your choice of words has the power to enhance relationships, open lines of communication, improve your credibility and convey integrity – or do just the opposite! Karen shares key words you can remove or reduce from your vocabulary to help you increase your influence with business associates, family, friends – and yourself!

Word/Phrase	Replace with
1. thank you	thank you for
2. impossible	possible
3. she doesn't understand	let me do a better job of explaining
4. offer negative after-the-fact info	drop
5. failed	learned
6. if	when
7. you disagree with someone	ask "What are your reasons for that?"
8. spend money	invest
9. Do you have any questions?	What questions do you have?
10. Can I ask you a question?	I have a question for you.
11. Can you spell that?	Please spell that for me.
12. Forgot someone's name?	Please remind me of your name.
13. arguing over a fact	look it up
14. assume someone is ready to listen	Ask, "Is this a <i>bad</i> time?"
15. best way to greet client?	Greet stranger as friend
16. what do you do?	How do you spend most of your time?
17. I like that suit	You look good in that suit; You have great style
18. specific industry words?	Conference/Convention/Meeting

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Negative roles - What do they do? - Tip to deal with each one

1. locomotives – steamroll – do not take it
2. perfectionists – don't stop until perfect - help them set realistic expectations
3. resisters – hate change – involve them in process
4. not-my-jobbers – avoid work - show them opportunities for their own growth
5. rumormongers – spread rumors – give them facts
6. pessimists – see the gloomy side of things - help them adopt positive behaviors
7. uncommitteds – not take job seriously – clear expectations
8. criticizers –knock it down – ask for specific feedback
9. crybabies – cry or whine - offer encouragement to lower stress
10. sacrificers – come early stay late/unappreciated – give + feedback often
11. self-castigators – find fault with self – gather evidence to the contrary
12. scapegoaters – shift responsibility – share specific examples of their mistake causing problems for you and client
13. eggshells – sensitive – long description
14. micros – focus on small errors – evaluate whole project

Adapted from Gary Topchik's "Managing Workplace Negativity"

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Throw them a bone - selling differently to men and women

1. In your proposal, focus on FACTS for men, emotions for women, to be most persuasive
2. Remember that the vast majority of men sometimes put on a "MASK" during a buying decision – where they might keep "straight faced" even if they are feeling pressure, whereas women are much more 'readable'. So do not take *apparent* lack of interest, as *actual* lack of interest – it could mean just the opposite.
3. In your proposal, focus on RECENT examples/facts as close to the "here and now" as possible to be the most persuasive for men; for women use more "bonding" type statement like "Remember several years ago how we...."
4. Whenever possible, bring COMPETITION into the buying decision (through meeting quotas, competing bids, etc.) for men; this tends to be less important to women.
5. Remember, most men sometimes act IMPULSIVELY in business buying decisions; women rarely do. Use this to your advantage for men!
6. In order for the male buyer to feel the most *comfortable* with you, ask him what he THINKS about something, or what he THINKS is a good next step, as opposed to just asking him "What do you want to DO next?". With a women, ask her what she FEELS is a good next step.
7. Most men, when making a buying decision, consciously or unconsciously consider if that decision will help further their personal AMBITION. This is not as important to women.
8. If asked to pick one or the other when making a buying decision, men are more influenced by WRITTEN words rather than *spoken* words. Women are more influenced by spoken words, than written words.
9. Most men consider, consciously or unconsciously, whether a buying decision will help them be perceived as a "GOOD MAN." This is not important to women.
10. Most men like looking like a HERO or getting recognition for a good buying decision, (as opposed to being part of a team getting recognition or just not making a big deal about it). Women tend to like being part of a team, and not taking personal credit.
11. Most men report it is important to feel like they are making an INDEPENDENT business buying decision, whether they are or not. Women, again, tend to prefer to be part of a group, and not have the decision rest on her shoulders.
12. Most men feel *less pressure* in the buying process if they are engaged in an ACTIVITY such as golf or lunch, as opposed to just meeting face to face across a desk. Women prefer not to be engaged in an activity, and focused on the conversation.

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