4 Seconds to Successful Communication

Loa Freeman
4 SECONDS......

- To build a relationship.
- Or to wreck a relationship.
Elements of Communication

- Body language 60%
- Tone of voice 30%
- Choice of words 10%
5 STEPS

• 1. POSTURE.
• 2. EYE CONTACT.
• 3. PAUSE.
• 4. TONE OF VOICE.
• 5. OPEN ENDED QUESTION.
Assets of Good Posture

- Conveys leadership
- Empowers
Eye Contact

Helps you look

*alert*

*attentive*

and

*alive*
Eye Contact

• Helps you concentrate on what is being said.

• Builds confidence.

• Conveys to others that they are important.
Tone of Voice
What does your voice convey?
PAUSE

- KMS.
- KEO.
Hi!

Hello!

Good morning, good afternoon, good evening!
Tone of Voice

- FINE!!!
- WHATEVER???
What is in a handshake?
• Good posture.

• Good eye contact.

• A firm handgrasp (web-to-web).
A

Smiling Face
A Smile

• Inspires confidence in the person who sees the smile.
• Conveys self-acceptance and an accepting attitude toward others.
• Reduces tension.
• Spreads an attitude of good cheer.
• Builds a winning reputation.
INTRODUCTION

- Maintain good posture/extend hand.
- Maintain good eye contact.
- Pause (KMS/KEO)
- Control tone of voice.
- Introduce self first.
- Request name (“and your name is?”).
- Ask open-ended question.
Making a Request

• Introduce yourself first.

• “Would you be willing….”
OPEN-ENDED QUESTION?

• “How may I help you at this time?”
Self- Best Package
Feeling better about your appearance will make you want to be the best you can be in your profession.
Standing Out
Yet Fitting In...
Cost-Per-Wearing Formula

(Or How Much Does That Suit Cost Each Time You Wear It)

\[
\text{Cost Per-Wearing} = \frac{\text{Cost of Item}}{\text{Total Number of Wearings}}
\]
THE SUCCESSFUL IMAGE FORMULA

Apply the same decision-making know how to your wardrobe that you do to your job.
000000.
1000000.
1000000.00
$10,000,000.00
Effective Communication
Four seconds and counting toward your company’s first favorable impression.
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