



## **What Does it Mean to be an Effective Communicator?! (7-7)**

### **Effective Communications = Greater Success!**

Being an effective communicator means the difference between limited success and total success. If you are building a sales team, it is crucial.

The secret to effective communication is learning how to establish an open, productive dialogue. Dialogue means sharing ideas without trying to change the mind of the person you are communicating with, and without trying to prove that their position is right or wrong. Opening this type of dialogue with people you are communicating with creates an environment that is conducive to honest, open, and straightforward communication.

When you and others are open to discussion, you are well on the way to working cooperatively. When this happens, you and those you are communicating with are open to moving the process forward for whatever concerns and needs are being discussed. At this point, you will be able to identify and provide the solutions and/or answers.

Effective communications begin with a conscious effort to understand the communication process, and to create an open dialogue with whom you are communicating.

### **To really understand communication, you need to understand the communication cycle.**

- What you intended to say (learn to think before you speak).
- What you said (what you think you are saying is often quite different from what you are communicating).
- What your listener heard (you cannot control what your client hears).
- What your listener thought he or she heard (after receiving a communication, a client must interpret the communication).
- Feedback from your listener to verify the communication (a client may or may not respond to your communication). This lack of feedback may make it difficult to determine whether your communication was received as you intended it.

### **Be an Effective Communicator!**

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