## COMMUNICATION

### Non-Verbal

**Body Language Skills**

*Use the Power of Your Body Movements*

- Walk purposely & with confidence
- Stand straight
- Sit attentively
- Gestures - think quality not quantity
- Make eye contact
- Appropriate facial expressions
- Master the power stance
- Shake hands assertively
- Accept and give business cards correctly
- Proximity
- Understand gender etiquette
- Practice Dining Etiquette

**Listening Skills**

*Learn to Listen to Others*

- Want to listen
- Look at the other person
- Act like a good listener
- Question strategically
- Occasionally repeat what is said
- Don't rush the speaker
- Be poised & emotionally controlled
- Show responsive reactions
- Pay close attention
- Don't argue mentally
- Don't interrupt
- Keep your mind on the subject

### Verbal

**Conversational Skills**

*Be Interesting*

- Remember people's names
- Make proper introductions
- Use your voice effectively - tone & pitch
- Use humor to your advantage
- Don't be condescending
- Use proper English - grammar
- Don't use crutches - ah's; urn's; basically
- Cultivate a wide vocabulary
- Turn sentences down at end
- Listenable rate of speech
- Pronunciation & enunciation
- Express praise & encouragement

**Presentation/Public Speaking Skills**

*Be Prepared*

- Talk about what you know well
- Write/practice/throw away
- Mingle with audience
- Approach lectern enthusiastically
- Stand erect
- Do not hide behind lectern
- Make eye contact
- Use gestures
- Use humor
- Do not read
- Rehearse with audiovisual equipment
- Handle questions appropriately

### READ, READ, READ

Leadership requires intelligence, not genius. Intelligence is fueled by a well-read mind.
Business communication must be effective. For the busy professional, this means communication must be short and direct with key pieces of information easily identifiable. Whether you are communicating inside your company or outside, be careful to observe this rule.

**Internal Communication: The Memo.** Being able to write an effective memo signals to your team you are a professional. With the infusion of electronic communication in the workplace, most companies will have standard memo forms on-line in their electronic mail system. However, just in case the system goes down, note the proper format of a typed memo below.

**External Communication: The Business Letter.** Sample formats can be found in Chapter 4, Winning the Job Campaign.

All communications should be timely, i.e., the date on the correspondence should reflect the same day it is actually mailed.

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**MEMORANDUM**

TO: Large Systems Account Team  
FROM: B. White (Initials of author indicating approval)  
RE: Quarterly Sales Meeting  
DATE: August 15, 200X

The Fall Quarterly sales meeting will be held on Friday, September 15, at 8:00 a.m. in Conference Room A. Please have your end-of-year sales forecasts ready. Our District Sales Manager, Susan Snyder, will be in the meeting to assist with our year end planning, so be prepared to discuss any needs for additional resources in order to meet your 200X sales quota.

Thank you for your usual cooperation and teamwork.