

**“BUT WORDS ONCE SPOKEN CAN
NEVER BE RECALLED”** by Roman Poet
Horace



**Your most Unhappy
customers are your
greatest source of
learning.**



People Don't want to
communicate with an
organization or a computer,
They want to talk to Real, Live,
Responsive, Responsible person
(like you) who will listen and
help them get satisfaction.

VERBAL/ORAL COMMUNICATION IS...



**The process of
receiving,
understanding, and
comprehending
people through
exchange in using
words/languages.**

THREE (3) PARTS TO COMMUNICATIONS ARE:

VERBAL/ORAL (7-10%) communication through use of words/languages (text or content of message)

VOCAL – (33%) to convey messages /information through sounds, volume, tones and voices.

NON-VERBAL (BODY LANGUAGE) –(55%) To communicate ideas and thought through visual/sights (eyes, facial expressions, postures, proxemics and spaces.

What you see? Body language (actions and behaviors, including appearances, hygiene are powerful indicators).

Interpersonal Communication Model: (10 parts)

Environment

Sender - **Speaker**

Receiver – **Listener**

Message (**content or text**)

Channel (**methods or means to transmit message on face-to face
Cell phones and telephone. (Social Media)**)

Encoding – **formulating and evaluating what message to say or give
that customers will understand.**

Decoding – **Coverts or translates what you receive or hear and
interpret its meaning.**

Feedback – **Response or Answer**

Filters – **distractions or interferences**

Noise – **physical factors (health and furniture**

Types of talking or conversing:

- **DIALOGUE- TWO PEOPLE EQUALLY SPEAKING TO EACH OTHER**

- **MONOLOGUE – ONE PERSON DOING ALL THE TALKING WHILE THE OTHER IS LISTENING ONLY.**

Why is verbal communication an important tool and we are to learn the process? Because...

1. Vital tool for survival and help establish and build relationships.
2. It is used as a means to inform and persuade customers to buy products or believe in your ideas or messages etc.
3. To convince or make good impressions on the audience or listeners/receivers,
4. Increase Respect and higher productivities,
5. To increase profit for business success.

Communicating & Networking with a PLAN:

P- prepare for Positive Customer Interactions,

**L- let your customers know they are
important,**

**A- address your customer's Expectations
positively and use of "name",**

N- nurture a continuing Relationship.

Tips to further Networking with others:

- Plan your message (know what you want to say/be confident from greeting to closing your statement)
- GREET CUSTOMER WARMLY WITH A SMILE
- SINCERLY, (Greet Smile Thanks)
- Focus on the customer as a person, (customer centered)
- Make Customer Feel Welcome,
- USE CUSTOMER-FOCUSED LANGUAGE
- USE EYE CONTACT Effectively,
- LISTEN CAREFULLY AND RESPOND APPROPRIATELY.
- BE SPECIFIC -

What are some strategies to use in order to avoid words or phrases that will ruin or break your relationship with customers?:

You can select and apply positive words or phrases in your communication, rather than focus on the negative ones.

Example: Positive

Negative

I can/will

Can't/don't know

How may I help U

Limit phrases' like;

(use often, many times, some) Always, never & nobody

Frequently, some of the time

Everything, all the time,

From time to time, Occasionally

All or Every

“Avoid use of Global Terms “

Use these phrases in Networking:

Use Positive “I” or “We” Messages, (may I/we help you)

Use Small Talk (look for & say something good about the customer – (I like your outfit and your hairdo))

Use simple language,

Paraphrase - Ask for a feedback or restate the statement (**did I hear you ask for hamburger & cheese?**)

Ask Positive Phrased Questions ,

Ask Permission – **get customer's approval before taking action.**



Agree with Customers - (even if they are Not right)

Build Rapport (I care attitude/can do attitude)

What is Verbal/Oral Feedback?

The Response given to a sender's message that allows both the sender and receiver to know that a message was clearly received correctly.

Ask for 2 volunteers to demonstrate 3 parts of communication.

*Practice Expression of Non-verbal
Emotions to each other (mirror)*

Sadness

Love

Fear

Anger

Frustration

Happiness

Optimism

Assertive vs. Aggressive Service

- **Assertive** speaks with boldness, confident, calm and empathetic.
- **Assertiveness** helps in solving problem (s)

Conflict involves opposing views and failure to meet customer needs.

- **Aggressive** speaks with force and tries to win an argument.
- **Desire to dominate** in the situation even show hostility.
- **Behavior that increases the problems to more complicated and breakdown relationships.**

HOW CAN YOU ASSERTIVELY COMMUNICATE WITH OTHERS?

- **BY SPEAKING WITH SOUND MIND AND CONFIDENT,**
- **BE SELF-ASSURED IN EXPRESSION,**
- **THINK, THINK AND REMAIN CALM,**
- **SMILE AND APPEAR APPROACHABLE,**
- **STAND AND SIT ERECT,**
- **USE OPEN GESTURES,**
- **MAINTAIN EYE CONTACT.**

How do we respond or react to Conflict?

View and approach Conflict as neither positive or negative.

Conflict is seen as opportunity to identify real differences of both internal and external customers encounter with service providers..

It is normal and natural to face customers emotional issues like sad, anger, frustrations and disappointments.

We should view challenging people as bouncing board to better our relationship and approach to solving conflicts.

Conflicts occur as a result of relationships between two or more people- causes are:

- 1. Values and beliefs,**
- 2. Personal lifestyle differences,**
- 3. Differing perceptions (views, ideas)**
- 4. Poor/lack of Communication skills,**
- 5. Contrary Expectations,**
- 6. Goals out of sync with reality,**
- 7. Opposition over shared resources (greed)**
- 8. Outcomes dependent on others (codependent)**
- 9. Misuse of Power & Money.**

Resolving/ Rebuilding Relationships After Conflicts (fall-out)

1. **Identify the real cause of conflicts,**
2. **Reaffirm the value of the relationships,**
3. **Demonstrate true commitment,**
4. **Be realistic (Be your true self)**
5. **Remain Flexible**
6. **Keep Communication Lines Open,**
7. **Gain Commitment,**
8. **Monitor Progress.**

How can service providers ensure & develop effective customer interactions? Apply:

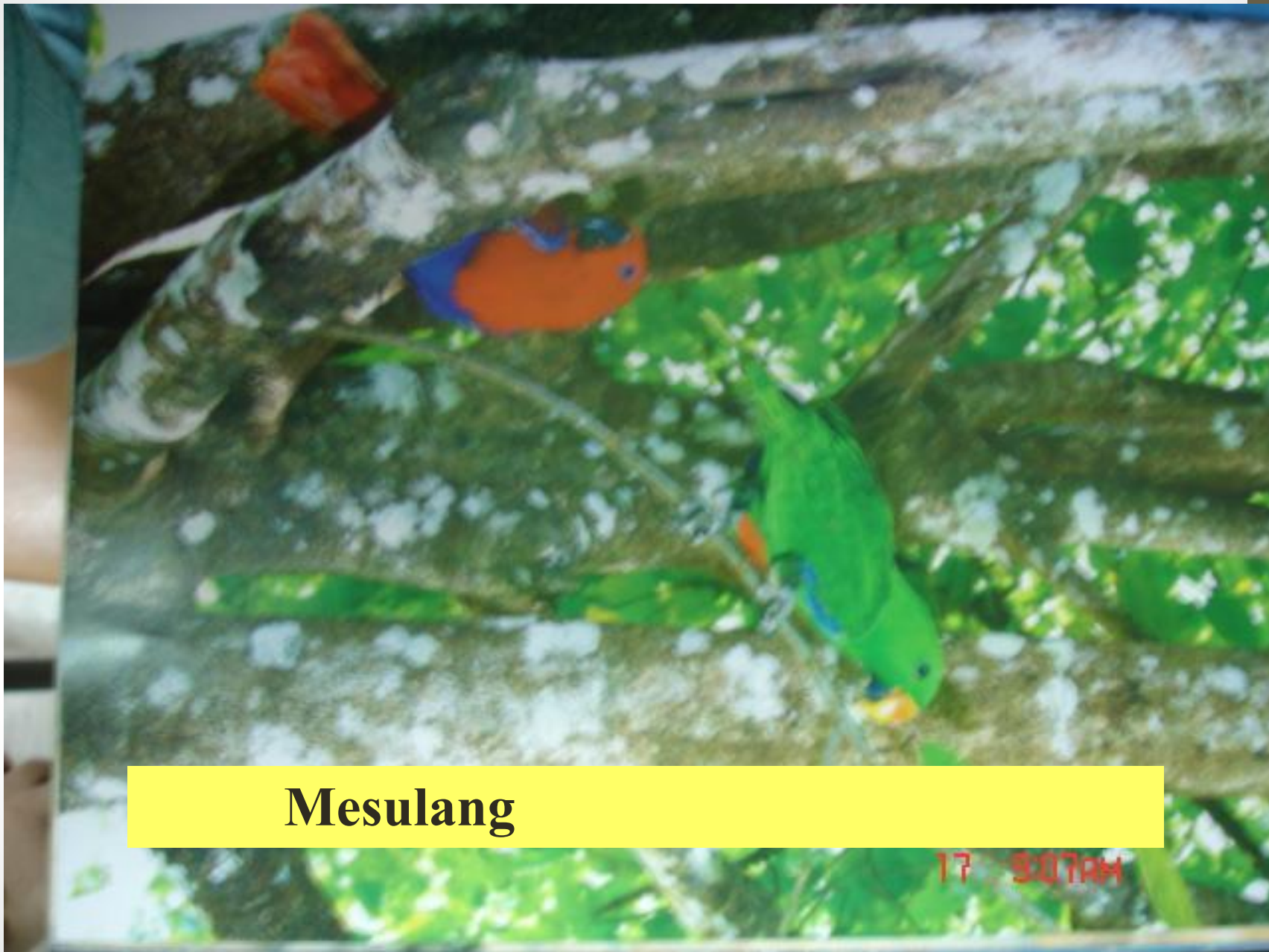
- 1. The 5 Ss principles of great customer service,**
- 2. Make customer feel welcome,**
- 3. Use eye contact wisely/appropriately,**
- 4. Listen carefully & respond appropriately,**
- 5. Use small talk and paraphrase,**
- 6. Be sensitive to cultural differences,**
- 7. Greet customers warmly and sincerely,**
- 8. Awareness of barriers that disrupt building of interactions positively.**
- 9. Increase dialogue, not monologue.**

What are personal quality traits/characters that you believe are essential for networking with people?

1. **Patience,**
2. **Empathy,**
3. **Compassion**
4. **A love of people,**
5. **Desire to help,**
6. **Pleasant,**
7. **Polite,**
8. **Professional**
9. **Most of all “Integrity”.**

WHAT DOES ACRONYM “PLEASE” STANDS FOR?

- P - **posture indicates Alertness & Ready to help.**
- L - **look & Listen (shows concern & interest**
- E - **expression of friendliness, pleasant and natural smile.**
- A - **appearance- look Smart, Clean and Tidy.**
- S - **speech shows Courtesy and Friendliness. Use customers' name.**
- E - **eagerness to help others, liking people & enjoy your work.**



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