

Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

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Welcome to another issue of Communicate and Network Your Way to Success. My mission is to provide valuable information to help you build social capital. I also keep you up-to-date on public workshops, events and products to help you hone your skills and grow your network. Contact me for keynotes, workshops, in-house training or coaching in vital business networking and communication skills or if you would like to reproduce any part of this newsletter in your print or electronic media.

Please enter lilianspeaks@duoforce.com or unmark as spam in your e-mail database to ensure you receive this newsletter. If you are unable to view it here, you may read it online at <http://duoforce.com/ldb/direct3-newsletter.htm>.

In this issue:

1. "Sound" Professional and Confident Since They Can't See You
2. Register for Seventh Great Chicago Networking Extravaganza!
3. Our Readers Write
4. "Business Writing Made Easy" Class
5. Ask the Business Networking Authority – Recommend a Good Book on Networking
6. About Lillian
7. Did You Know ...



"Sound" Professional and Confident Since They Can't See You

Our feature article is prompted by the following question. I wanted to provide Sherry (and you) a comprehensive answer.

I work for CIMRO, a quality improvement organization that provides independent physician peer review for medical facilities. We have been serving our clients for 35 years and have contracts in 34 states. A portion of our marketing is done via telephone. I have listened to your first DVD in the *Marketing Boot Camp* series and have found ways to apply some of your suggestions to my telephonic marketing (thank you!). Any more specific suggestions/concerns when doing telephonic marketing nationwide?

**Sherry Thomas, RN, BSN,
Marketing Coordinator
Champaign IL**

It's easy to tell confident business people when you meet them: Good posture, firm handshakes, direct eye contact and a powerful aura. While confidence is just as important to portray over the phone for business success, it's done differently and can be more difficult to attain for many people. Furthermore, the widespread use of e-mail has caused

many individuals to forget the importance of good telephone skills and many companies to abandon skills training. They are more apt to think it's not essential for the few times they may have to "sell" on the phone. How wrong they are! One missed or botched sale is far too many!

Others fall into the same syndrome I find when teaching business writing: I know how to use a pencil; therefore, I can write, i.e. I know how to talk; hence, I know how to communicate verbally on the phone.

Read on ... if you want to enhance your telephone effectiveness.

- Since your vocal components convey more than 80 percent of your message over the phone, you need to be particularly aware of your tone, rate, volume, pitch and inflection. Your words account for less than 20 percent.
- Since women typically have a naturally higher-pitched voice than men, you benefit from saying "low, low" before you pick up and say "hello." It helps eliminate that high-pitched "Hi."
- Stand up when you want to project more authority. Height is power, and the difference is noticeable even on the phone.
- Keep your lips ½ to 1 inch from the mouthpiece and speak directly into it. You lose 70 percent of your volume when you allow the phone to slip below your chin.
- Don't balance the phone between your ear and shoulder for a protracted period. You strain your vocal cords and speak out of the side of your mouth. This becomes apparent to the other person in a longer conversation. A headset is preferable if you need to take lengthy notes.
- Vary your tone. Guard against the boredom that creeps in because you can't see the person or because they are droning on (or so it appears to you). Pretend you **can** see each other to keep you on your toes.
- Keep your rate in check. Don't speak so quickly that the person on the other end thinks you have to rush off to something more important ... or s/he simply can't keep up with your thoughts. Conversely, don't move so slowly that the other person resorts to playing computer solitaire to stay entertained.
- Put a smile in your voice **before** you pick up the phone and keep a mirror near by to keep the smile there. Your attitude "shows" in your voice.
- Sit or stand up straight like the John Hancock Building. Your voice was meant to project in this manner, not like it is emanating from a pretzel.
- Also project your voice by breathing from your diaphragm, not through your lungs. When you breathe through your lungs only, you run out of breath and sound as if you are out of energy and, certainly, enthusiasm.
- Avoid negative emotional carryover from a previous call. If you are making another call, clear your head by taking a walk or getting a drink of water. If the call is coming in to you, either let voice mail pick up the message or take a deep breath and use the power of positive thinking to clear your mind quickly.
- When you initiate the call
 - Ask if this is a good time to talk.
 - Be prepared. Clearly state your purpose and have all backup materials handy. Take notes as needed.
 - Make sure your equipment is operational and professional. Don't call on a cell phone if you are in danger of losing the signal. This indicates lack of preparedness on your part.

- Close the conversation with a summary, follow up plans (if appropriate), and a “thank you” for time spent.

Next issue: Improve your telephone people-reading skills, another vital ingredient for success

Want to know more? Contact Lillian to customize a workshop to help your employees or audiences improve this vital communication skill.



Register for Seventh Great Chicago Networking Extravaganza!

You may well be asking, “What makes the GCNE different from myriad other networking events?” I glad you did!

- **You have time to mix and mingle on your own as well as learn and mingle.** Many events offer you “networking time” with no formal skills enhancement or guidance. Others offer you an opportunity to meet a lot of people in a fast-paced sequence, again with no emphasis on skill building. The GCNE offers both.
- **You’ll learn your natural networking strengths and limitations.** This is unique because I’m one of the only people in the world to have adapted the leading-edge DISC tool to networking and to teach you how to adapt and flex to get along better with others. Your networking efforts will bear more fruit!
- **Your hosts walk their talk.** Jason Jacobsohn and I make our living helping people build social capital to increase their network of “knob turners.” We speak, train, coach and write on the topic internationally.

The event is from 5:30 - 8:30 pm May 8, 2008 at the Carlisle in Lombard. Cost is \$50 in advance, \$60 at the door. Contact me at lillianspeaks@duoforce.com or 630-983-5308 if you are interested in sponsoring this one-of-a-kind event. To register, go to <http://www.duoforce.com/GC2008/network.htm>.



Our Readers Write

Networking is such a rewarding process! After I referenced Russ Kovar’s blog in the last issue, he sent me this very nice note and posted it as a testimonial on LinkedIn as well. Thanks, Russ!

“Lillian, you are a “networking expert” who has an in-depth understanding of the value of developing trusted relationships through effective communications and networking. You are able to translate network objectives, direction and value in terms understood by the novice to experienced business executives. Your common-sense approach, enthusiasm and broad scope of networking offer significant value to the business community.”

Russ Kovar
The Nielsen Company



Lillian to Teach “Business Writing Made Easy” at North Central College

Do you know:

- The two most important things to determine before you start writing?
- When to switch between your left brain and your right brain in the process?
- How to make your writing clearer and more easily understood?
- When to use the active vs. the passive voice ... a semicolon instead of a comma?

If you answered “no” to at least one of these questions, then it may be time for you to polish your all-important writing skills. There are still a few seats left in Lillian’s April 28, 2008 class that runs from 9 am – 12 noon at North Central College in Naperville. To register, click on <http://noctrl.edu/x19701.xml> and follow the instructions.

Here’s what former student Cathy Lou Pearson, said:

“Lillian is a wonderful teacher. Her presentation skills are stellar. This class was extremely worthwhile.”

Contact me at lillianspeaks@duoforce.com if you have questions or want the workshop customized for your work force. We can add a segment on e-mail as well.



Ask the Business Networking Authority

Do you have questions about business networking protocol or how to network strategically? Send them to me at lillianspeaks@duoforce.com, and I’ll answer as many as I can in this newsletter. Put “question for newsletter” in the subject line.

Could you recommend a good book to improve my networking skills? I’m looking for a handbook to keep on my desk.

One of your satisfied ezine readers in Norfolk VA

One of the easiest ways to find books about networking is to visit one of the online bookstores such as Amazon.com or Barnes and Noble and type in the word “networking.” Take advantage of the descriptions provided, usually by the author, and also read comments from readers. They give you practical insight into what the book is about. You can also visit your local bookstore and look under professional development or self-help books. Also ask your network what books they find helpful. And, of course, I’d be remiss if I didn’t remind you about my book, *Breakthrough Networking: Building Relationships That Last*, available at www.duoforce.com and online. Rumor has it the third edition may be out before year’s end!



About Lillian D. Bjorseth

Lillian Bjorseth helps you build a new kind of wealth - social capital - by improving your business networking, business development and communication skills. She’s a Lisle IL–based professional speaker, trainer, coach, prolific author and certified, award-winning DISC trainer. Contact her at lillianspeaks@duoforce.com, 630-983-5308, or visit www.duoforce.com



Did You Know ...

- Every day more money is printed for Monopoly than the U.S. Treasury.
- The percentage of Africa that is wilderness: 28 percent. The percentage of North America that is wilderness: 38 percent.

>> ... until next time

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