

Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

Duoforce Enterprises, Inc.

2221 Ridgewood Rd.
Lisle, IL 60532

630-983-5308
630-983-5312 (fax) www.duoforce.com
lillian@duoforce.com

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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. Nice to be Missed!
2. Improve Your Phone People-Reading Skills (Part II)
3. Lillian to Teach Business Writing and Building Social Capital Classes
4. Seventh Great Chicago Networking Extravaganza a Huge Success!
5. Ask the Business Networking Authority – Do you hand out resumes at a networking event?
6. www.duoforce.com's New Look
7. About Lillian
8. Did You Know ...



Nice to be Missed!

Thanks to all of you who contacted me to find out if you had been removed from my newsletter database because you had not heard from me since March! It's so nice to be missed! I am known occasionally to jump into the water up to my neck rather than dangling a toe. The past few months have been such a time ... and an extremely exciting one, too. You'll hear much more about my "reasons" in the October newsletter when they should have come to fruition. All of this, of course, in addition to still making a living speaking, training and coaching!

- I am nearly ready to launch my five-part online series of courses on building social capital, one of the most comprehensive series anywhere on this topic! The courses are applicable to individuals as well as associations, companies and organizations that want to buy them for their employees. Contact me directly for special prices when you buy in aggregate.
- Secondly, I am writing the third edition of my book, *Breakthrough Networking: Building Relationships That Last*, because the second edition is nearly sold out! Stay tuned for details about the major revisions in this edition.



Improve Your Phone People-Reading Skills (Phone Skills - Part II)

Last issue I discussed myriad ways to improve your professional phone image. In Part II, I'll help you improve your phone people-reading skills, another essential ingredient in increasing your chances for success, personally and in business. Using the leading-edge DISC (Dominant, Influencing, Steady and Conscientious) communication styles, I'll help you recognize the other person's natural communication style so you know how to respond. It works even better when both of you are cognizant of each other's style.

The principle is simple: When you communicate naturally you may be naturally conflictive with others. Since your pace and priority may differ from the other person, you can run into roadblocks as you play the roles of "sender" and "receiver" on the phone.

This information is helpful in two major ways as you learn to:

- Adapt and flex your own style when you find yourself "guilty" of any of the less-than-effective communication techniques that follow.
- Adapt and flex to the other person's style when s/he is determined to keep on communicating naturally with little regard to how it affects the outcome.

How to Recognize Dominant People on the Telephone

Their blunt, confident, decisive, direct, impatient and take-charge style leads them to:

- Choose time/date/place to meet.
- Think and speak quickly.
- Dislike interruptions, yet interrupt frequently.
- Get right to the point, may bypass "hello".
- Have a clear purpose in mind ahead of time and speak in bullet style.
- Speak authoritatively and powerfully.

How to Respond to "Ds" on the Telephone

- Be clear and succinct.
- Be immune to their brusqueness.
- Don't give details, unless asked.
- End the conversation when they appear to quit responding; undoubtedly, their attention span has waned.
- Plug your remarks into their goals.
- Summarize, summarize, summarize.

How to Recognize Influencing People on the Telephone

Their enthusiastic, optimistic, energetic style leads them to:

- Begin with an upbeat "hello".
- Hold side conversations with another person in office/at home while talking on phone; may have radio and/or TV on, too.
- Show wide range of emotions through rate, pitch, tone, rhythm, inflection.
- Speak faster and faster as excitement mounts.
- Talk about weather, the weekend, vacations, whatever - before getting down to business.

How to Respond to high "Is" on the Telephone

- Ask them to repeat if they speak too quickly during an outburst.
- End the conversation - even if they called you.
- Respond quickly when given a chance to speak.
- Set a timer beforehand.

- Try to get in more than “hello”.
- If a business call, keep steering them back to topic at hand.

How to Recognize Steady People on the Telephone

Their amicable, cooperative, harmonious tendencies may lead them to:

- Begin with a warm “hello”.
- Convey a calm, friendly environment.
- Listen well.
- Personify good customer service.
- Speak slowly and carefully.
- Think before speaking; be comfortable with long pauses.

How to Respond to “Ss” on the Telephone

- Be amicable and sincere.
- Don’t demand or push.
- Ask about their family.
- End the conversation if you are the caller.
- Provide information slowly, methodically.
- Refrain from unloading on them; they will listen politely until you’re done.
- Don’t finish their sentences, even when they take a while to convey their thoughts.

How to Recognize Conscientious People on the Telephone

Their cautious, precise and reserved qualities may lead them to:

- Begin formally: “Good morning, Ms. Bjorseth. This is Jean Doe. I am returning your call from Friday.”
- Critique and analyze what you have said before responding; be comfortable with long, silent periods.
- Give you facts rather than opinions.
- “Observe” your tone and words to get the meaning.

How to Respond to “Cs” on the Telephone

- Allow them time to analyze, and refrain from filling the silence.
- Avoid small talk.
- Don't ask personal questions, and keep your personal affairs to yourself.
- Have facts in order before you call.
- Use their titles - Dr., Mr., Ms. - unless well acquainted.

People respond much better when spoken with in their style, even if it makes you more uncomfortable in the short run. You can return to your natural style when you hang up. Your desire to return to your natural style, in fact, can speed up the call and save you time. When you are talking with Influencing people, you will likely have to expend extra effort to speed up the call! Like that famous bunny, they can go on and on and on.

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



Lillian to Teach Business Writing and Building Social Capital Classes

Often I am asked if I offer public programs. The good news is that I have two of them in the offing at North Central College in Naperville. Both are from 9 am – 12 noon.

- “Business Writing Made Easy” - Monday, Sept. 22, 2008

- “Build a New Kind of Wealth: Social Capital” - Monday, Oct. 27, 2008
To get more details and to register, click on <http://noctrl.edu/x19701.xml> (business writing) and <http://www.northcentralcollege.edu/x44928.xml> (social capital) and follow the instructions.

Here’s what former student Cathy Lou Pearson, said about the writing course:

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

Seventh Great Chicago Networking Extravaganza a Huge Success!

Rather than touting the May 2008 event myself, I’ll share what a few participants had to say:

“I’ve attended three years in a row and have learned something new and valuable each time. I can’t wait to help sponsor the 2009 event!”

Kadie O’Connor, publisher
www.MyReferralDirectory.com

“Although I attend dozens of networking events every year, none is as effective as the GCNE. It is fun and fast-paced, and I always meet new people and learn new techniques. No one does it like Jason and Lillian!”

Andrew Clarke, CEO
Ground Floor Partners

Interested in sponsoring our eighth Extravaganza in the spring of 2009? Contact me now to get exclusivity in your business category. We already have several sponsors on board!

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.

Is it proper etiquette to hand out resumes at networking events?

Job hunting in New Jersey

No, it is not. Networking is planting seeds. Your goal is to give out your business card (yes, you *must* have one when in transition) to grease the skids or thaw the calls you want to make to others. Secondly, most people simply do not have room to “store” your resume at such events. Men have inside jacket pockets (if they have on a suit) and, even then, they can only hold so many. Women’s suits do not have inside pockets, and most women do not carry big purses to such events. Everyone’s hands should be free to shake with others, and carry the occasional food or beverage you might choose to have. Most of the resumes end up on the trays with the used cups and plates or in the bathroom wastebaskets. Lastly, not giving out your resume gives you a legitimate reason to contact people you met and ask permission to send your resume. Typically, you’ll find people much more receptive to receiving your materials via computer.

 **www.duoforce.com’s New Look**

Visit my website, www.duoforce.com, and let me know what you think of the main page's new look. I appreciate your comments.



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 ...

- Butterflies taste with their feet.
- Leonardo da Vinci invented the scissors.

>> ... until next time

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To unsubscribe from this newsletter and all information regarding Lillian's events, send an e-mail to lillianspeaks@duoforce.com with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.