

Professional Service Providers

How the World Sees Us



By Don McNamara CMC

Unless you hold a mirror to your face each time you speak with someone, you really have no way of identifying what messages and signals the listener is receiving. This, by the way, applies not just to face-to-face sales calls, it applies to telephone conversations too. You see our face tells just as many things about us as our voice.

The world and the people population of it, is a mixed group so we really have no way of knowing if what we say is getting understood. This is especially true if we cannot see the listener. Our voice manner, tone and modulation send subtle messages about where our mind and thoughts are when we speak. Our prospect or customer, whether they are aware of it or not, is making judgments and assessments about us every time we engage in dialogue with them. Subtle messages received by them can be potent allies in our quest for effective communication. The question before us should be 'what do I want prospects and customers to see about me'? This requires introspection, the right brain soft skill of observing and analyzing oneself.

If in a face to face call we know attention is being paid to our body movement, hand and facial gestures just as much as the content and insight we are delivering. Moreover customers and prospects pick up other clues that signal many things about us too. Signals such as our thoughtfulness, thoroughness, trustfulness, honesty and empathy are caught and processed by them. These are just as significant in messaging as the spoken word. We know the same enthusiasm used in a group presentation will probably not have the same effect as in a one-on-one session. In fact such enthusiasm may put our prospect or customer ill at ease or even frighten them.

Here's the point. Be aware of what we want the world to see us as. When

people hear our name or see us again what is the mental image we want them to have of us. Caring about the image we leave with others, mentally rehearsing how we will handle various situations and paying attention to what image we want to leave behind will help our effectiveness over time. We'll find we can communicate more with fewer words and time spent in the communication continuum.

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