

# “Communications Suitability”

Relationships are foundation of  
Life, and Communication is  
foundation of Relationships

# Communicating With a “D”

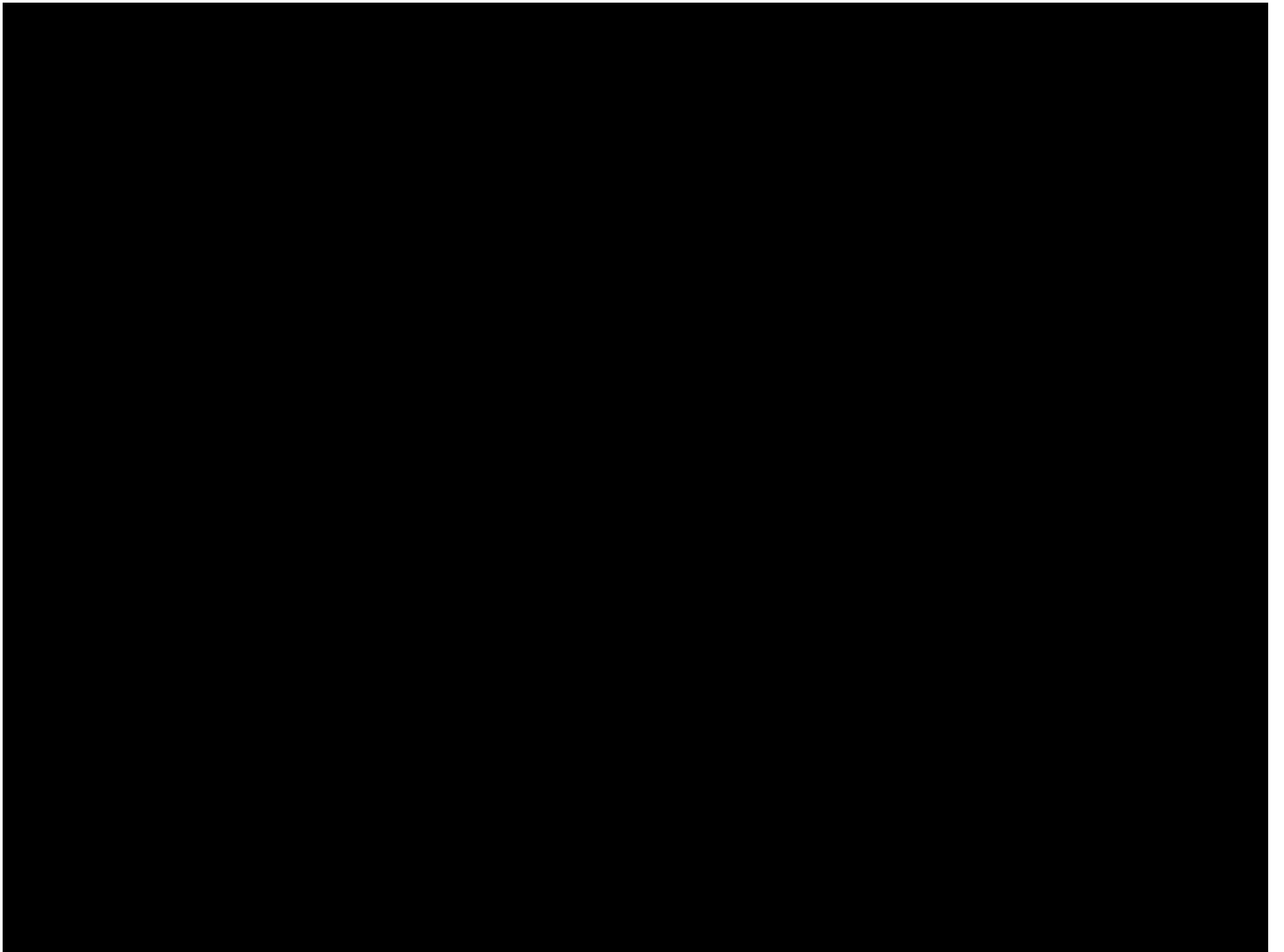
## Do:

- ☞ Be Brief, Direct, and to the Point
- ☞ Remember They Desire Results
- ☞ Answer “What”, not “How”
- ☞ Focus on Task, Cut Small Talk
- ☞ Identify Opportunities/Challenges

# Communicating With a ‘D’

Don't:

- ☞ Ramble
- ☞ Repeat Yourself
- ☞ Waste Time
- ☞ Make Statements without Support



# Communicating With an “i”

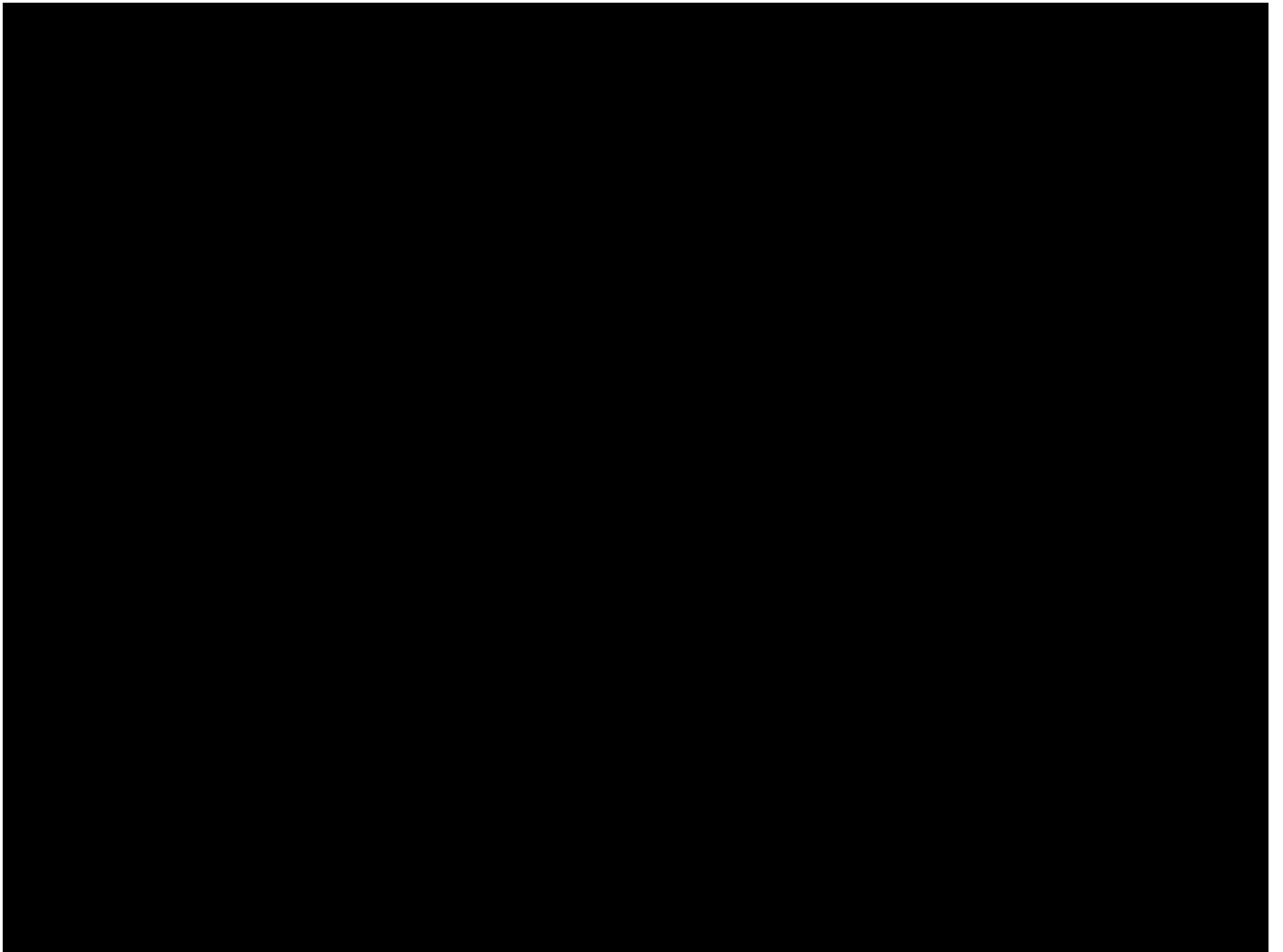
## Do:

- ☞ Allow Social Time
- ☞ Give Them Opportunity to Talk
- ☞ Show Excitement
- ☞ Involve Brainstorming/Creativity
- ☞ Ask Feeling/Opinion Questions
- ☞ Help Transfer Talk to Action

# Communicating With an “i”

## Don't:

- ☞ Skip Introductions
- ☞ Do All in Writing
- ☞ Give Lots of Details
- ☞ Answer “Why”, Not “What” or “How”



# Communicating With an “S”

## Do:

- ☞ Go Slow and Easy/Be Patient
- ☞ Earn Trust
- ☞ Show Genuine Interest
- ☞ Draw Out Their Opinion
- ☞ Provide Reassurance/Show Benefit
- ☞ Answer All Questions



# Communicating With an “S”

## Don't:

- ☞ Rush Decision
- ☞ Be Pushy, Aggressive, Demanding or Confrontational
- ☞ Be Vague/General



# Communicating With a “C”

## Do:

- ☞ Prepare in Advance
- ☞ Use Facts/Be Specific
- ☞ Address Pros and Cons
- ☞ Use Logical/Organized Approach
- ☞ Be Patient, Persistent, and Diplomatic



# Communicating With a “C”

## Don't:

- ☞ Answer Questions Vaguely/Casually
- ☞ Socialize
- ☞ Rush
- ☞ Forget Documentation

