

The essence of communication is connection

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by **Steve Siebold**

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If there's one skill every professional networker must possess to build a world-class business it's the ability to communicate with all types of people. The average person has developed just enough communication skill to interact with people of similar background, philosophy, social standing and interests. The master communicator has learned how to make a connection with anyone he or she meets. The difference can be measured in money, status, and overall success and fulfillment in life.

***Without exaggeration,
communication may be the
difference between making it as a
professional Networker...and
being trapped in a job for the rest
of your life.***

Nothing will propel you faster and higher than developing a communication style that creates an emotional connection with your prospects.

If establishing an emotional connection is the essence of communication, then how do you establish this connection? The answer is what I call 'chameleon communication'. In other words, adapting your style of communication to the style of your prospect. The amateur communicator

has one way of talking and interacting with people. The professional communicator can adapt and change with the environment, background, and personality style of the prospect. Former President Bill Clinton is a perfect example. Some experts go as far as saying that Clinton's chameleon-like communication style is what got him elected, and what kept him from being ejected from the White House. Clinton has the ability to connect to the countries wealthiest people and its poorest citizens. Clinton was so popular in the black community that they've lovingly referred to him as the first black president.

How did he do it?

By customizing his words, body language, mannerisms, and attitude to match the person or groups he was addressing.

The psychological dynamic that occurs to the person or audience is; "He/she is just like me. He/she understands me and my problems, and therefore can help me get what I want"

It's not rocket science, but it made a poor boy from Arkansas the most powerful man on the planet for 8 years.

How do you learn to connect like Clinton?

The same way you become an expert on your company's product line: Study and practice. Here's the system many professional communicators use to build their connection skills:

#1. Become an expert in personality styles. The four major styles are: Director, Thinker, Relater, and Socializer.

#2. Determine the personality style of your prospect.

3. Practice communicating your business presentation in the four different styles.

4. Role-play with your friends and associates with each personality style and ask them for honest feedback to these simple questions: Did I connect with you? If so, why? If not, why not? Listen carefully and make the necessary adjustments.

Follow this system and your confidence and charisma will grow and help you create a lasting connection with your prospects...and your entire organization. 😊



Steve Siebold, CSP 40, is a former professional tennis player and national coach. He's the author of *177 Mental Toughness Secrets of the World Class* (London House Press, 2005). Siebold's Mental Toughness clientele includes world-class athletes, Fortune 500 Companies, and entrepreneurs. For more information, visit www.mentaltoughnesssecrets.com or call 561.733.9078

Siebold and partners have built two companies from the ground up into national concerns. Mr. Siebold is considered one of the fastest rising professional speakers and consultants in the United States and Europe, in the field of Mental Toughness Training for salespeople.

Siebold's articles appear regularly in various publications throughout the U.S. His column appears monthly in *Networking Times*, an international industry trade magazine. Steve Siebold and Bill Gove met in 1996, and became best friends and business partners and formed the Gove-Siebold Group. From 1996 to 2001, they shared stages around the world and spoke to over 30,000 people.

Today, the company remains focused on helping people develop world-class performance skills to convert their dreams into reality.

Steve can be reached at steve@govesiebold.com

Steve Siebold, CSP

President

Gove Siebold Group, Inc.

www.govesiebold.com