

# Business Building Webinar

## Powerful Communications



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# Goals for Today

- Housekeeping
- Quick intro
- Presentation
- Q&A



**Leave with at least one idea for yourself  
that you will use – *today***

# Business Building Webinar Powerful Communications



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Questions

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# Quick Intro



**Steve Porcaro**  
President  
1-4-All Coaching, LLC

## Founder, SalesPlus Coaching & Consulting

- Business, Leadership & Career Coaching
- Training Workshops
- LinkedIn Medical Device Sales Groups

## Industry experience

- Distributor
- Sales Consultant
  - Orthopedics – trauma, sports, recon, etc.
  - Field Trainer

## U.S. Navy Hospital Corpsman

- Surgical technologist
- First assistant
- Central supply



# Powerful Communication

Communication is the most important soft skill, because all other soft skills are built on the ability to communicate clearly and professionally.

Communication is more than just sending a message – it is also the ability to receive messages, listen actively, and “hear” what isn’t being said

**The most important thing in communication is hearing what isn’t said.**

**- Peter Drucker**



# Has this happened to you?

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BY GREG EVANS



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# Ways We Communicate



Nonverbal – without words

Verbal – written & spoken

Body language – gestures & touching

Artistic – images & other creative media

Musical – with and without lyrics



# Improving Nonverbal Communication

70% nonverbal communication

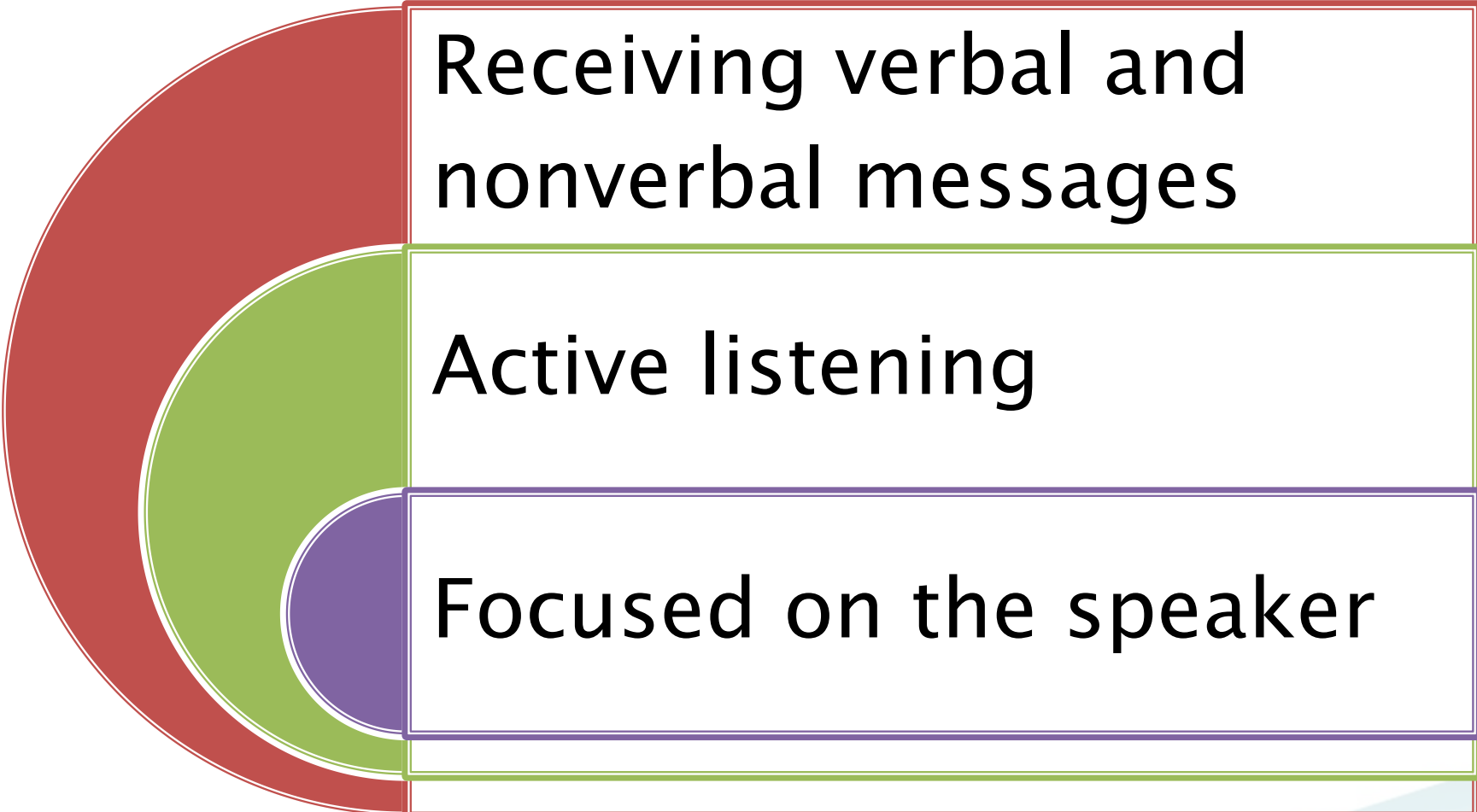
Pay attention to how you use your body

Take time to notice your reaction to others





# Listening



Receiving verbal and nonverbal messages

Active listening

Focused on the speaker

# Openness and Honesty

Build  
relationships

Transparent

People can  
sense  
dishonesty



# Case Study

Austin liked to get right to the point

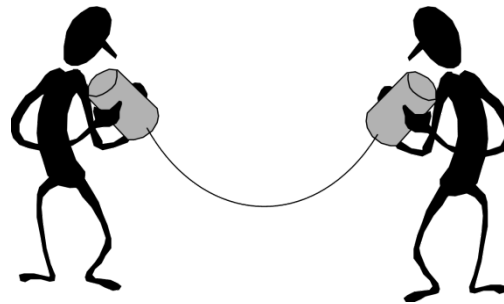
This meant sometimes he missed important details

Austin's manager suggested he take a one-day communication course

Austin realized how off-putting his habits were

# Consider this.....

- We Spend 75% of Our Time Communicating:
  - 40% listening
  - 35% talking
  - 16% reading
  - 9% writing
- Typically people hear less than 25% of a conversation.
- If you improved listening skills what would you gain?



# Powerful Communication Summary

- ▶ Is written, verbal, and nonverbal
- ▶ Should be clear and concise
- ▶ Sender/receiver consider each other
- ▶ Listening (hearing) is key to success
- ▶ Needs to be open & honest
- ▶ Crucial tool of business & leadership
- ▶ Essential to effective teams (personal & professional)



**It doesn't matter what you say,  
only what others hear.**



# Q & A



**The best view comes  
after the hardest climb.**