

E-Communication Skills



Telephones, email and social media have become a front door for today's businesses. People who use them frequently reach more customers and potential customers people in a day than they would in a week in the field. Use e-communication services correctly and productivity soars. Use them poorly and all manner of problems can result, even ethical and legal.

People who spend a large part of their day making and receiving phone calls can easily become numb to the person on the other end of the line. It's easier than you think to fall into the trap of reading from a script and completely miss what the other person is saying. There is more to connecting with someone than simply getting them to say "hello."

Clicking the "Send" button on an email means it immediately begins its journey through cyberspace and can rarely be stopped from reaching its recipient. You only have one chance to get an email right.

Same thing with social media like Facebook, Twitter and LinkedIn. Photographs, videos, typed messages and comments immediately make their way to intended recipients and through secondary channels, often to unintended recipients. You can't run fast enough to recall what you send so it had better be right the first time.

E-Communication media are abused so often these days hardly anyone notices. Or do they? Salespeople and customer service agents squander business every day because of what they say to customers over the phone. Thousands of people have lost their jobs because of inappropriate Facebook messages and photos. And even the

most innocuous tweets can be misunderstood or even used against the sender.

So what do you do? Can anyone afford to stop using phones, email and social media today? Not if they want to stay in business for long. No, the solution is not abstinence; it's wise usage. Our half-day "E-Communication Skills" seminar can show you how to use today's technology to win business, not lose it.

E-Communication Skills Takeaways

- Learn how to build trust with someone you can't see.
- Know how to deal with difficult callers
- Learn how to handle resistance and objections
- Know the latest business email and social media etiquette
- Learn cell phone manners that win friends and keep information private

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President.



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