



TACTICAL COMMUNICATION & CUSTOMER SERVICE SKILLS FOR TECHIES

Tools, tips, and techniques to help us
communicate using our *whole* brain

Prepared exclusively for

Memphis Light, Gas & Water

Brought to you by



Giving you the power of words

Presented by Dan O'Connor



STEP 1: CREATE AND USE A PERSONAL COMPASS

I KNOW:

- 1-Who I am**
- 2-Why I'm here**
- 3-What I want**
- 4-How to get it**

DON'T
LET
FACTS
GET IN THE WAY
OF THE **TRUTH**

I AM:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

I'M HERE TO:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

I WANT:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

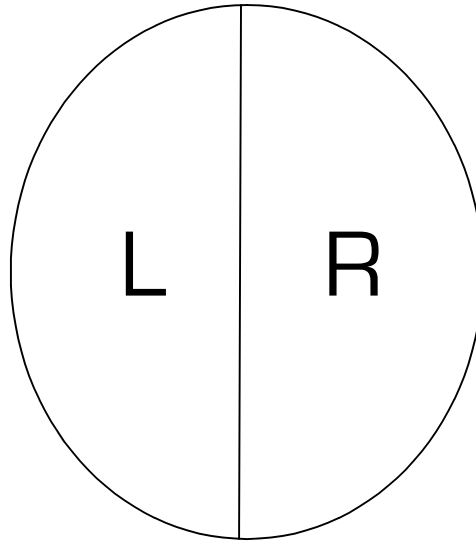
I WILL:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____



STEP 2: WATCH YOUR _____ - TALK

BRAIN BASICS



TRUTH:
IF YOU ALWAYS
THINK LIKE YOU
ALWAYS
THOUGHT,
YOU'LL ALWAYS
GET WHAT YOU
ALWAYS GOT

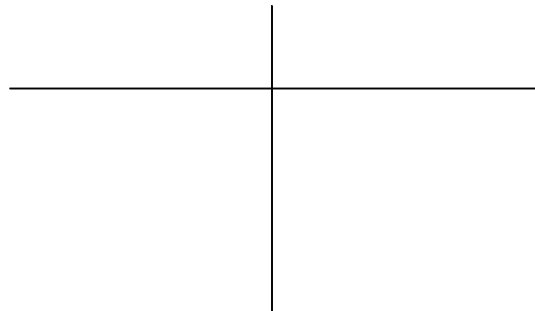
PRACTICE

SWITCHING

TRUTH: Out of control emotions make _____ people _____.

KNOW HOW TO USE _____ STATEMENTS.

STEP 3: REMEMBER TO DO YOUR _____ - _____ ANALYSIS.

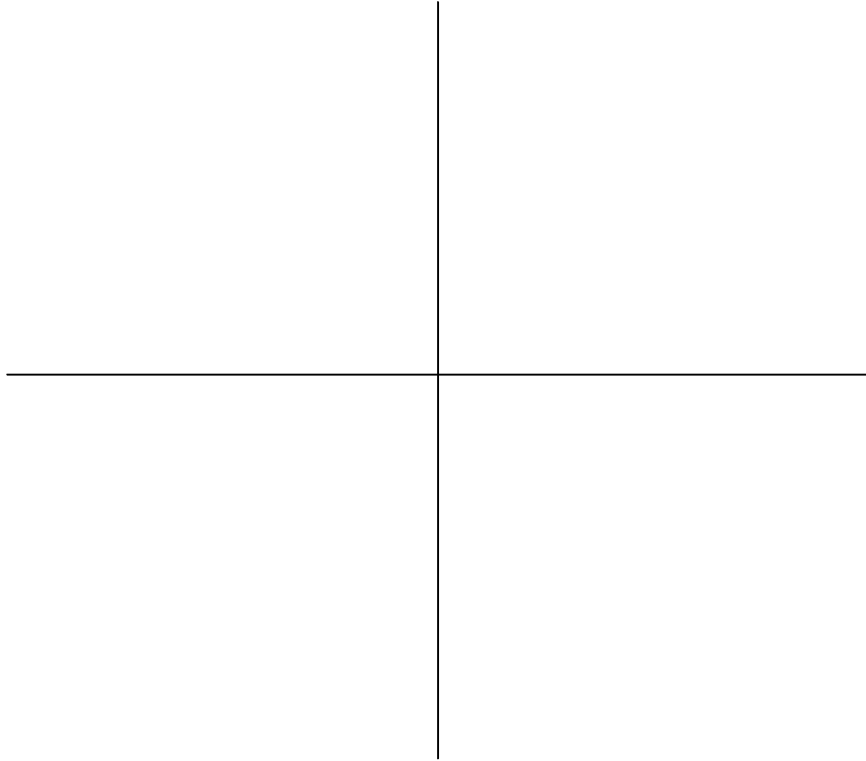


IS IT WORTH IT?

TRUTH:
I GET WHAT I TAKE
I TAKE WHAT I WANT
I PAY FOR IT ALL



STEP 4: PRACTICE STYLE-STEPPING.



PRACTICE THE _____ RULE.

N-L-P

MATCHERS & MIS-MATCHERS



STEP 5: FIND YOUR POWER TONE.

_____%=VERBAL

_____%=VOCAL

_____%=VISUAL

STEP 6: MASTER ASSERTIVE VERBAL COMMUNICATION TACTICS AND SCRIPTS.

4 MAGIC DUCT-TAPE TACTICS

1. _____
2. _____
3. _____
4. _____

KNOW HOW TO SAY "NO"

1. _____

2. _____

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

4. _____

When it comes time to have *one of those* little talks...

D-E-S-C



LEAD-IN LINES & CLOSING LINES ARE KEY

LEAD-IN LINES:

- 1. _____
- 2. _____
- 3. _____

CLOSING LINES:

- D _____
- E _____
- S _____
- C _____

KEYS:

- 1. _____
- 2. _____
- 3. _____

KNOW HOW TO ASK WHAT QUESTIONS:

- 1. _____
- 2. _____
- 3. _____

THE INTERRUPTOR

THE ANTI-INTERRUPTOR

- 1. _____
- 2. _____
- 3. _____



THE HAMBURGER

1. _____
2. _____
3. _____

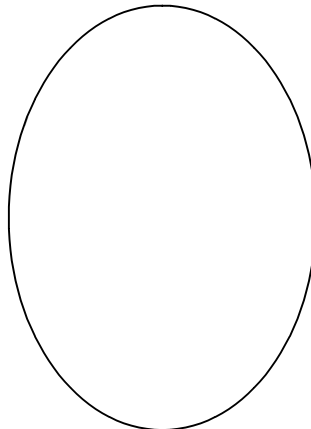
USE AN IMPROMPTU-SPEAKING SCRIPT

1. Good...
2. As we all know...
3. We've all...
4. I've...
5. So, let's all...

STEP 7: FOCUS ON VISUAL COMMUNICATION.

MEETING RULES

1. Choose your seat wisely
2. Bring your tools
3. Use your voice
 1. Use persuasion tactics
 2. Piggyback if necessary
 3. Be prepared





How does a good listener *look*?

S-

O-

F-

T-

E-

N-

TRUTH:
If you are a mess on the outside-
you are a mess on the inside

Key-word recognition and feedback:

STEP 8: MASTER PERSUASION TECHNIQUES.

THE COVERT BONDING 3-STEP

1. _____
2. _____
3. _____

1-2-3-4



FEEL _____

FELT _____

FOUND _____

WIIFM STATEMENTS

KNOW HOW TO COMPLIMENT

CRITICIZE WITH COMPLIMENTS

LB/NT

ASKING FOR FEEDBACK

1. _____

2. _____

STEP 9: LEARN TO RECOGNIZE AND *RESPOND* TO DIFFICULT PEOPLE

THE EXPLODER:

1. _____

2. _____

3. _____

4. _____



THE STEAMROLLER:

1. _____
2. _____
3. _____
4. _____

THE CHALLENGER:

1. _____
2. _____

THE SNIPER:

1. _____
2. _____
3. _____

REMEMBER WHEN AND HOW TO USE THE PASSIVE VOICE:

PASSIVE: _____

ACTIVE: _____



LEARN TO RECOGNIZE AND SPEAK TO *COMPULSIONS*

1-

2-

3-

4-

5-

6-

7-

8-

9-

STEP 10: KNOW *HOW* TO PRACTICE

1. SPEAK IT

2. HEAR IT

3. READ IT

4. WRITE IT