

# Clear Communication Company

6453 North 77th Place, Suite 7  
Scottsdale, Arizona 85250

C. Mike Jousan, President  
[www.clearcommunication.com](http://www.clearcommunication.com)

800-544-9551  
480-443-4683

## Celebrating our 10th Year - Communication Quips & Quotes

### Be There!

**The Pike Street Market** is a wonderful tourist attraction in Seattle. Directly behind the statue of the pig is a fish market. There you can be witness to what is becoming a legend in Customer Service. You will see fish being thrown, orders shouted in unison, and customers being hugged. They are a model of service - and they also sell fish! They are featured in a film called Fish which is being used in conferences and management courses around the world.

**One of their four principles is Be There.** In every contact, relationship, or connection you must be present - totally in that moment. This is not a new thought. We use the phrase, "Live one day at a time." When we deal with customers, we must deal with one customer at a time. Pay total and perfect attention to what you are doing. This kind of intentional behavior should not be limited to customer service moments. Whether you are making a presentation, being interviewed by the media, conducting a meeting, or entertaining a customer...**Be There.**

One of my clients always introduces me as the person who will help put **you** into your

presentations. That's exactly what I do. The good presentations I see are ones where the presenter is there - at the heart of the presentation. The energy level is high. The words are clear and direct. The presenter is excited about and committed to the product or the idea. The connection between presenter and audience is lively. How do you do that?

**Be enthusiastic** and show it! Keep your energy level up. Don't droop or sag - with your posture or your voice. Pay attention to others with your eyes - look at people when you talk to them. Share your message with everyone. Remember that every audience is thinking, "What's in it for me?" Do everything you can to engage the audience in their situation meeting their needs and solving their problems.

Can what you do be compared to how they work in that fish market? Absolutely! What we want from each other in the transactions of life and business is the same no matter what our business. Talk to us directly. Pay attention to us. Make us feel comfortable. Treat us personally. In a few brief moments you must establish a feeling of trust and belief. Then we will buy what you're selling.

**Treat everyone you encounter like your grandmother,** your best friend, or the most

important person in the world.  
**Be There!**

*C. Mike Jousan*

### Quotable Quotes

#### Top job candidates combine computer, speaking skills

"College graduates with a high level of computer proficiency and public speaking skills are among the most desirable job candidates, according to a study released Friday."

*Associated Press December 4, 1999*

"The voyage of discovery consists not in seeking new lands, but in seeking with new eyes."

*Proust*

## Need A Speaker?

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- **Communicate Better In-between Speeches and Presentations!** 2 programs:
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  - B. (for businesses and organizations)
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- **Customer Service - "Make Customers Love You!"**
- **Deal Maker's Workshop**
- **E-Mail and Voice Mail: Friend or Foe?**
- **Executive Speech Coaching - "Don't Let The Messenger They Shoot Be You!"**
- **Futuring, Goal Setting and Planning**
- **Getting to Synergy**
- **How to Deal With People Who Cause You Difficulty**
- **Keys to Effective Leadership**
- **Media Training - "Make the Camera and Microphone Your Friends!"**
- **Negotiating Skills**
- **Presentation Skills - "Don't Let The Messenger They Shoot Be You!"**
- **Public Speaking - "Don't Let The Messenger They Shoot Be You!"**
- **Sell Yourself; Sell Your NEW Company**
- **Solving Communication Problems - "Face to Face Communications!"**
- **Successful Management of Change**
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- **Train The Trainer**

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**Call 1-800-544-9551 for more information and pricing.**  
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To Contact Us:

Call: (in Arizona) 480-443-4683  
(Outside Arizona) 800-544-9551

Fax: 480-607-9311

E-mail: [information@clearcommunication.com](mailto:information@clearcommunication.com)  
Web site: <http://www.clearcommunication.com>