

# Clear Communication Company

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## Communication Quips & Quotes

### What Are You Selling?

Creative problem solving!  
That's the answer I got from an architect when I asked him what he was selling. I expected him to say buildings! Of course he will produce pictures and specifications which will create buildings. But the best results and the greatest satisfaction will occur when he conceives and creates a building which will solve the client's problems.

I am fascinated by the process and psychology of buying and selling. Why do some businesses fail and some prosper? Why do we return to businesses, suppliers, restaurants, countries, or certain people? Why do we respond positively to some presentations and negatively to others? The quality and reliability of the **product** is certainly a factor. But a larger factor is very often how we feel about the transaction. Some places, situations, and circumstances make us **feel** good and some do not. Obviously we will return to the places, situations, and circumstances which make us feel good.

#### Know what you are selling.

The key question is not what are you selling, but what does it do for the buyer. Insurance companies don't just sell policies; they sell security in the event of emergencies.

Computers are not just machines but connections to the world and instant information to enrich our minds and our bank accounts. Electric companies transact kilowatt hours, but we expect cool homes and offices, dialysis machines, and mechanized assembly lines.

#### Inhabit your product, service, or idea.

You must fall in love with what you are selling. Great actors are said to inhabit their roles. Great teachers live their subjects. Great sellers are emotionally connected to what they offer. They believe in it, care about it, and are proud of it. When they communicate that connection...buying is virtually inevitable.

**Sell it.** When you know what you are selling and totally believe in its value; selling is easy. Tell us about it and what it does, and then show us your passion. A general can tell us how to fight a battle, and a coach can tell us how to play the game. A great general or coach will inspire us and make us **want** to fight the battle or play the game.

A logical, letter perfect presentation is a good beginning, and then the sale begins. The sale is made when you touch our hearts, our feelings, and our emotions.

- C. Mike Jousan

### Quotable Quote

“Be more of what you are. Be all of what you are. Do what you love; do it with a whole heart. Do it with passion and a clear vision of where you are going. And a commitment to become excellent and the courage to face your fears and be realistic and honest with yourself and to take responsibility for your future. If you do that, and if every morning you wake up and hit the ground running you will be outstanding in your field.”

- Brian Tracy

# For Your Information

## CLEAR COMMUNICATION COMPANY Workshops

### **DON'T LET THEM SHOOT YOU! A COMMUNICATION WORKSHOP WITH MIKE JOUSAN**

Having a large meeting? Bringing customers or users together? A celebration or in-house meeting? Spice things up with a workshop by Mike Jousan who will tell you (From the standpoint of communication) why he misses Al Gore! He solves the Mystery of Communication with his stories and examples that will entertain, inspire, and educate you. His high energy level and presence will enrich your meeting.

### **COMMUNICATING WITH THE JAPANESE - JEFFREY JOUSAN**

Communication in your own language with people of your own culture can often be a difficult task. When you add to this the elements of a foreign language, a completely different culture, and a whole new way of doing business - you certainly have your work cut out for you. This seminar will give you the tools to enter the land of opportunity that lies beyond the gates of cultural misunderstanding. • This seminar will cover three main areas: Culture, Communication and Business, followed by the 5 golden rules of communicating and working effectively with the Japanese.

### **INTERNATIONAL PRESENTATION SKILLS (WHEN ENGLISH IS YOUR SECOND LANGUAGE) - MIKE JOUSAN**

English is increasingly the "Language of Business" throughout the world. No matter where you live and work, you will have need to make presentations in English. If you are an overseas executive who: Is coming to the United States, is welcoming executives from the U.S., or if you work in or consistently relate to U.S. companies...you need to communicate better in those specific situations. • This program will also address presentation Do's and Don'ts, use of humor, when to talk about religion and politics - Never!, when to talk about sports - Almost always!, and how to discover and use "intelligence" and preparation when presenting to senior executives. Mike Jousan has coached individuals and teams in Sweden, Poland, Venezuela, Argentina, Brazil, Mexico, and the Dominican Republic.

### **THE DEAL MAKERS WORKSHOP - JOHN HORTON**

A new, hands-on and practical approach to negotiation...This highly interactive and FUN two day session covers the real world fundamentals of negotiation. Learn SKILLS that can be applied immediately to business and personal situations! Learn, practice, and internalize the language of deal making, trading, and how to cope with difficult negotiators

- The Deal Makers Workshop is a behavioral approach for RESULTS and RELATIONSHIPS.
- The New Negotiating Edge is not what people ought to do, rationally or otherwise - it's about how people really behave and what they can do about it.
- The core of the course is a new 4-phase process -Prepare, Debate, Propose, and Bargain.

### **EMAIL & VOICE MAIL**

Electronic Communication is here to stay! It has become an integral part of the way we do business. Virtually everyone has access to and depends upon voice mail and E-mail. We are able to communicate around the world instantly, reach one another at any time of the day or night, and connect with remote teams and salespeople with information, scheduling, and reports.

But there are problems and frustrations! Have you ever spent valuable time searching through an E-mail message trying to determine the main points and the requested action? How about the rambling voice mail messages which never seem to get to the point? Do you receive voice mail messages and E-mail messages that aren't really necessary? Do you sometimes feel that electronic communication has ceased being your friend and is bordering on becoming a foe? This training session will give you tools to communicate more effectively with Voice Mail & E-mail - and make them your Friends.

- The sessions will be highly interactive and fun! You will role-play voice mails and E-mails and receive feedback from the leader and the group. You will leave with a list of tips, do's/don'ts, and manners for electronic communication. You will leave with a check list to follow as you write E-mails and speak voice mails. Each person will analyze the efficiency of their communication and make a plan/commitment to improve their skills.
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