



## COMMUNICATING WITH YOUR PROJECT TEAM

*"The most important thing in communication is to hear what isn't being said." -- Peter Drucker.*

Projects can be complex, lengthy, and often expensive endeavours. And to lead a successful project, you have to have excellent communication. For this month's InfoPays, we put together a list of tips on how to communicate effectively within your project environment.

### 1. Maintain effective communication.

If it is the goal of managers to complete the project in the most efficient way, they must take personal responsibility by making effective communication their priority.

### 2. Understand your audience.

People process information in different ways, and you always need to maintain an understanding of where your audience fits. Most people fall into one of these categories:

**The Why People:** This group of communicators wants first to know the reasons and a chance to reason through them by placing them in their frame of reference before undertaking a given task.

**The What People:** This group is concerned with details and wants to have all the facts about the project before starting work.

**The How People:** These people want only the information they need to get on with the task at hand.

**The What If People:** This group of communicators is primarily interested in the consequences of doing something.

### 3. Find the most appropriate means of communication.

There are three basic ways to communicate a message: verbally, non-verbally, and in writing. Time-sensitive, critical information requires verbal delivery. Non-verbal communication is based on visual cues, and written communication is required for more formal messages. Make sure you know the advantages and disadvantages of each form of communication to choose the appropriate one for each situation.

### 4. Select the right channel for message delivery.

The style and content of the message are just as important as the channel used to deliver it. The effectiveness of the message depends on proper delivery, so pick the most appropriate channel according to the goal that you are after.

### 5. Know the difference between active and passive communication.

Active communication requires an immediate response from one or more people. Passive communication is there in case it is needed. Using the right type of delivery at the right time will keep your team up to date, preventing information overload.

### 6. Manage your meetings effectively.

Meetings can be quite useful in providing updates and getting multiple parties on the same page. But that is if they are appropriately managed, otherwise, meetings can quickly become a drain on your time and resources. Before calling a meeting, always make sure that meeting face to face is the best way to communicate the message at hand.



## 6 TIPS TO BECOME MORE SALES SAVVY

*"Selling" is not the same as "talking". In fact, most effective salespeople know that their job is all about listening – Roy Bartell*

Looking for advice to kick-start your sales force? In this month's InfoPays, we are sharing 6 tips for becoming more sales savvy:

### 1. Don't sell, build relationships.

Today's buyers are savvy and independent. They have access to so much information that they almost always prefer to research products on their own rather than listen to long-winded sales pitches. Which is why relationship-based selling can make a salesperson a valuable asset. Show clients that you are not all about your commissions but rather give genuine advice and demonstrate care and attention to help you build trust in the process.

### 2. Set goals.

Goal-setting is of great importance for any sales professional. Set out targets for every month, quarter, and for the year and make sure to stay on top of them. A few questions to ask yourself:

- What types of clients do you want to engage?
- How much revenue do you want to secure?
- What are your goals for yourself, business, and life?

### 3. Take action.

In life, but especially in sales, progress rarely happens without concrete, deliberate action. A sales person's life is not about rifling through "to-do" lists, but about going out and making business happen.

### 4. Ask great questions.

Great salespeople ask great questions, and great questions



come from a mindset of genuine interest in the client, their business, and their life. Do an audit of your questioning style, skills, and habits as well as plan and design some new techniques to try.

### 5. Listen.

Now that you are ready to ask some great questions, you need to be prepared to LISTEN. Listen to what your clients say, and listen for the subtext, the things that are important to them but that they might not have stated explicitly. Listen without an agenda. The objective of listening is to understand your client's needs and their unique perspective.

### 6. Ask – don't pitch.

"Pitch" is perhaps the most misleading word in sales. Think about it: in baseball, it means to throw, fling, hurl, or toss – certainly not the most convincing strategy to close a deal! You shouldn't talk solutions until you know what a client wants and needs and why. Ask and listen – don't pitch.

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