



Clear Communication

SALES WITHOUT SELLING

SEA Conference | SpiritVie | Michael Wurster

How do we Move Forward after College?

Right now, today, you are a product of a phenomenal educational system and have either incredible support behind you or are incredibly tenacious, or both. Either way, you should be proud of the privileges, effort, and opportunities that led you here.

After your schooling is finished no person will be able to tell you which direction to go. The worst thing to happen to you would be to find yourself without direction after school.

I have no fear of making changes, destroying the image, etcetera; because the painting has a life of its own. Jackson Pollock

You have unlimited possibilities and all of them may be the best choice. It is up to you to decide which direction your ship will sail and for how long.

How and Who would Sales help?

Truth is, sales is used every day. We sold our parents on chocolate milk rather than 2% at the restaurant, on staying out a little bit later during high school to “chill” with friends, and when we declared our major to them, promising it was practical. Sales is not the used car selling tactics and it is not difficult, you only need integrity and determination.

The principles taught will work only when they come from the heart. I am not advocating a bag of tricks.

You have both integrity and determination, it is proven by where you stand today. At the very least you have determination and are just really lucky to not have been caught yet.

1. Sales will help the person who is creative.
2. Sales will not help the person who is selfish.
3. Sales will help the person who listens.
4. Sales will not help the person who is lazy.
5. Sales will help the person who has aspirations.
6. Sales will not help the person who is negative.
7. Sales will help the person who is ethical.
8. Sales will not help the person who is prideful.

While you already know how to communicate, learning a few simple principles that can be applied immediately will make you an effective communicator and give you a huge advantage in today's competitive business world.

I Guarantee:

Instant positive results.

I Promise:

If you don't understand the content of this workshop, or any media I have implemented, it is my fault.

- ***The result of the communication is the responsibility of the communicator.***

93% of communication happens unconsciously from perceptions of the nonverbal.

- ***The unconscious mind is your most important ally.***

The most effective approach is to talk about the interests of others.

- ***It's not about you.***

Advertisers spend billions to change opinions, no single person is 100% "set in their ways."

- ***Effective communication changes reality.***

Everything that a person does fulfills a need from the perspective of the person doing it, the key is to understand the other person's perspective and then provide them with a better way of achieving their desired result.

- ***Every action has a positive intention.***

It's better to do what you must in order to be a successful communicator, especially when it is not fair for you.

- ***It's more important to be successful than to be right.***

"I play to win and you must understand that- always – winning was never the way I measured my success.. for me there is a standard that ranks above winning. I would never allow the scoreboard to be the judge of whether I had achieved success."

John Wooden



The Conversation

"If people knew how hard I worked to get my mastery, it wouldn't seem so wonderful at all."
Michelangelo Buonarroti

Communication changes reality

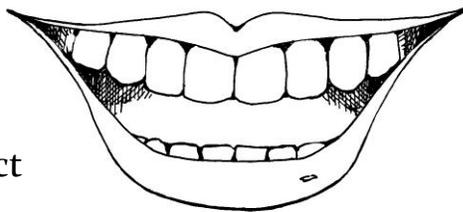
Just like writing an expository paper, there are certain sections in every positive conversation we have and ever will have.

1. Introduction
2. Short Story
3. Presentation
4. Close
5. R.E.H.A.S.H.

1. Introduction

There is only one thing to remember in any introduction. You must S.E.E. the other person.

Smile



Eye Contact



Enthusiasm

Short Story

We have anywhere between five and fifteen seconds to explain ourselves before a person loses interest, has something to say, or an action occurs in our environment.

Answer between two to three of these questions in ten seconds and you'll have had a great short story:

- Who
- What
- When
- Where
- Why

Never answer the “how” question. This part comes only if the person asks for it.



It's not about you

Presentation

Magicians have spent centuries perfecting the presentation. With magic it comes in three parts: The Pledge, The Turn, The Prestige.

Likewise, in a conversation we use:

1. Direct Questions
2. Pitch
3. Closing Question

We first *understand them*, we then use what we know about their needs and wants and *paint them* in our product, model, or idea.

Like an unconvinced prom date they should not think too long. So we spur them on with the question,

“Does that make sense so far for you?”

The artist sees what others only catch a glimpse of. Leonardo da Vinci

The result of the communication is the responsibility of the communicator

Close

Every conversation has an end, don't let it end by awkward silence. We take control of every conversation by asking questions, and at this state of the interaction you will end every thought with a question.

This is not a bag of tricks. Not every person will like your pitch (product, model, idea, etc.) and it should be expected. However, they should always like you at the end of a conversation. Everyone likes to be liked, don't you think?

So long as we speak from the heart, every conversation will end in a positive light, with a deeper understanding of one another.

Every action has a positive intention

R.E.H.A.S.H.

Remember Everyone Has A Sale Hidden.

You can always REHASH:



- Other Connections
- Food
- Future Meetings
- A Friend of Yours
- An Inspiring Story
- New Music
- New Styles
- Water, Tea, or Coffee
- Business Cards
- Help on a Project

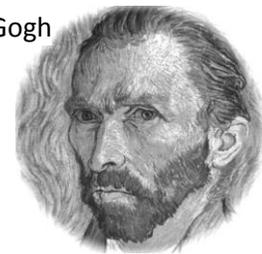
Develop Listening Skills

A favorite study on why people don't do well remembering names found that it's mostly because we're thinking about giving our own name or if they'll remember the name we told them.

- Give your full attention, clear your mind, hands, and space to clearly establish that nothing is more important than them.
- Have an open mind and be willing to hear things you may not like nor agree with and is always valuable.
- Remember that no positive conversation is a competition; don't attack nor defend, but acknowledge.
- Ask questions
- Summarize what was just said.

I feel there is nothing more truly artistic than to love people. Vincent Van Gogh

Effective communication changes reality.



Develop Motivational Skills

The only time a conversation moves forward is through a question, also known as, a genuine interest in a new idea.

We move and control a conversation through these questions; called "closes."

Types of Closes:

- Two option: This or that.
- Assumption: When is the best time to..
- Proposal: Is this something you'd be interested in?
- Question: How, Why, Who, What, and sometimes Where.

Four ways we are motivated:

Dominance | Influence | Steadiness | Compliance

The unconscious mind is your most important ally

Either you run the day, or the day runs you.

Jim Rohn

The result of the communication is the responsibility of the communicator.

15 Apps Every Artist Needs

- **Artsy:** The Pandora of Classic and Contemporary Art
- **Brushes:** Mobile Painting App
- The "**Touch Van Gogh**" App: The Perfect, Tablet-Size Tribute to Impressionism
- **Typendium:** The Pocket Guide to Typography
- Miranda July's App "**Somebody**": A Performance Art Piece/App! Comm F2F with Art
- **Field:** The App That Transforms Your Photos Into Sound, Synesthesia anyone?
- "**Loop**": An Animation App
- **Keezy:** A Mobile Recording Studio
- **Tayasui Sketches** For Sketching!
- **Glitche:** For The Aspiring Net Artists, make a GIF
- **Yoko Ono's App:** Yet Another Opportunity to Be a Part of an Online Art Project
- **Art Set:** Everything You Need to Make Art Everywhere. Paint, pencils, pastels, more
- **Phaidon Design Classics:** A Design Archive. Encyclopedia of furniture and tools
- **Garage Magazine's App:** Free
- "**Penultimate:**" *Visual* Note-taking



AVAILABLE
ON THE APP STORE

Years Of Success Training

Training consists of three models: Culture Creator, Clear Communication, and Train the Trainer. Each model supports any need in communication that may be faced by:

- Entrepreneurs
- Trainers
- Sales Teams
- Managers
- Job Seekers
- Presenters
- Customer Service
- Teams
- Marketers

Training Design & Delivery

All training is customizable for unique needs in terms of budgeting and expected results. The content and length of your course should be determined by the outcomes you need. Delivery methods include and are not limited to:

- Instructor led onsite workshops
- Web-based/Distance learning
- Speaking engagements
- Instructional design
- One on One training
- Coaching

SpiritVie has the experience, expertise, and passion necessary to be your leading resource in social and organizational communication. Our commitment to sustained skills and competency within each training is capable of molding around the needs of your group.

Connect with SpiritVie, Your applicable communication resource.

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