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# Want 'buy-in' to your message?

by Hedley Galt

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learn?  
succeed

Get commitment and results by helping others see the benefits in what you say. The more personal the benefits, the more closely they'll pay attention.

Here are a few proven strategies that will have others listening raptly when you speak.

### 1. Ask rather than tell

People take more ownership over things they work out for themselves. So it's more powerful to ask: "What do you think is in it for you?" and have them come up with ideas themselves, rather than telling them what the benefits will be.

### 2. Put yourself in their shoes

Ask yourself why the person you're addressing might resist your message. Talking openly about those reasons can bring a greater level of trust to the relationship. Get in first and bring up potential problems before your listener does. It's a sure-fire way to build rapport.

### 3. Show your interest

Everyone likes to feel important. Taking a genuine interest in other people and their needs helps build confidence and trust. When people feel valued by you they will be more open to what you might want from them.

**Example:** Simply asking someone "How was your weekend?" shows you are not just out to get something from them when you need it. When you listen intently to their answer, you build a stronger relationship and create a sense of commitment.

## Learn More About It

Want to hear more about listening skills? Then book TLS to run *On Target Communication* for your team. This course shows you how to help those around you feel heard and respected. Conflicts become easier to resolve and negotiations are a breeze. The session is full of practical tips for communicating assertively with colleagues and clients. You'll also learn how to use active listening techniques and get through difficult situations professionally.

**Book Hedley Galt to run a course for your team**

Call 0433 126 841 for quotes and bookings.

