

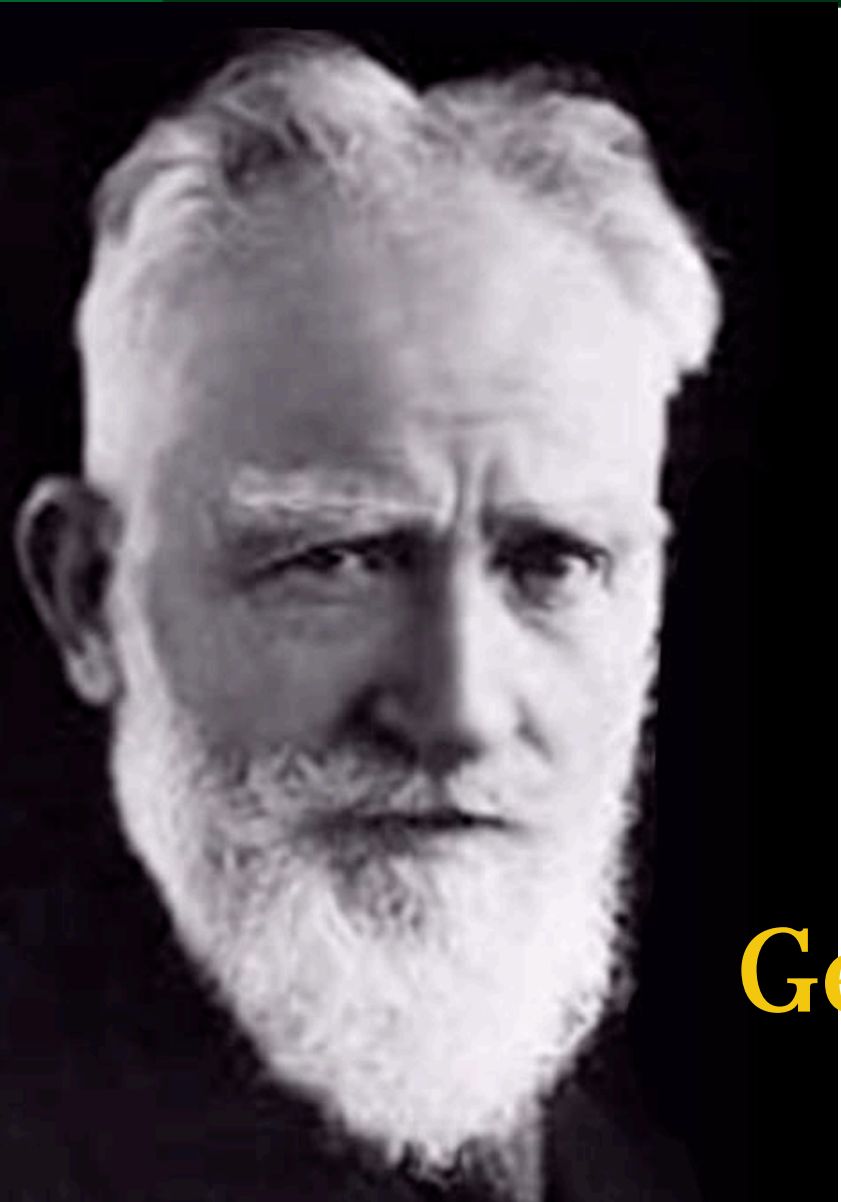


Business Development Basics Course

Communicating The Deal

Peter Giuliano, ECG, Inc.





**The single
biggest problem
in communication
is the **illusion** that
it has taken place.**

George Bernard Shaw



5C's

- **Clear**
- **Concise**
- **Consistent**
- **Compelling**
- **Credible**



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**People are getting
so much information,
they are losing their
common sense.**

Gertrude Stein



Getting Results



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Facts & Data



Enlightenment

Facts & Data



Commitment

Enlightenment

Facts & Data



Action
Commitment
Enlightenment
Facts & Data



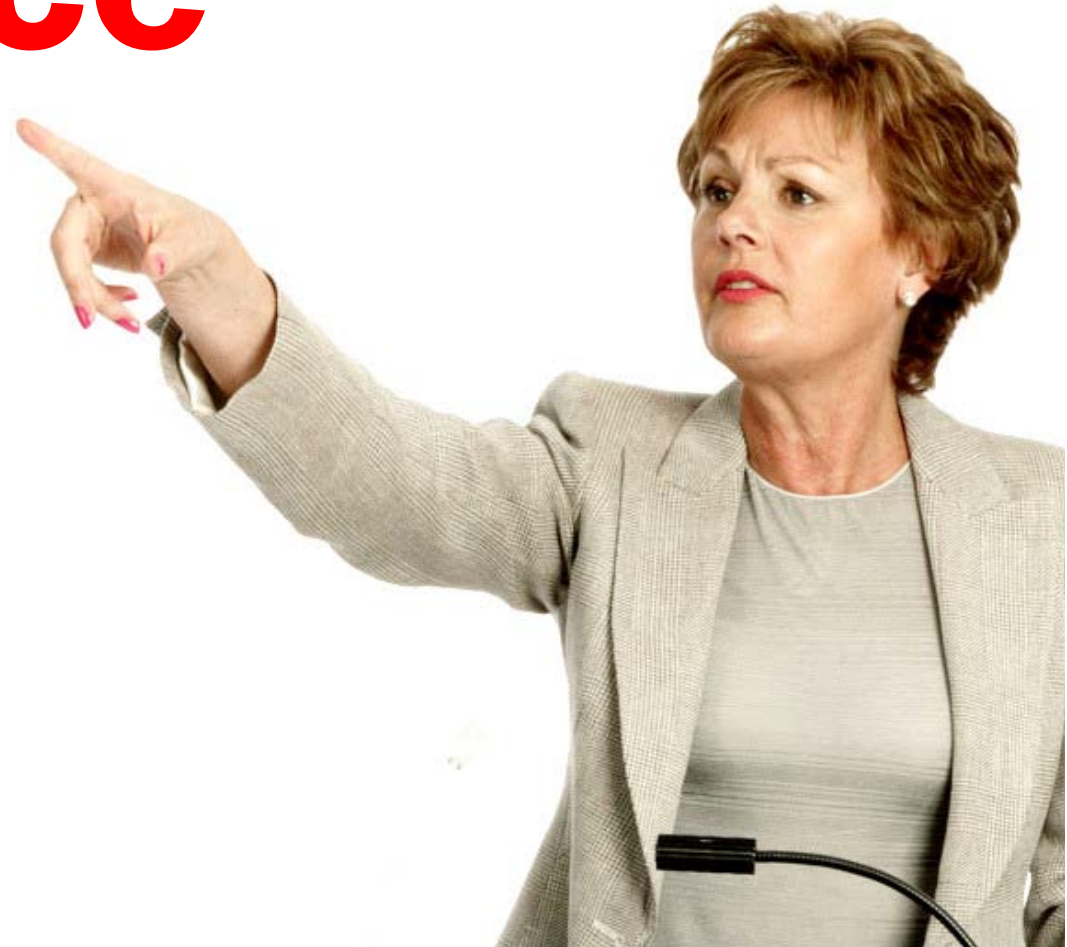
Body language **talks!**

- **Eyes**
- **Hands**
- **Stance**



The Voice

- **Volume**
- **Pitch**
- **Rhythm**





Silence.

(the art of the pause)



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- **Process your anxiety.**
- **Focus on objectives.**
- **Review key messages.**
- **Visualize success.**
- **Outcome, not perfection.**



Empathize
Understand
Create Trust



Motivational Drivers

- Action
- Analysis
- Influence
- Membership
- Relationship
- Consistency

**If you are going
to influence
someone, you
need to
understand their
needs first!**



Motivational Driver: ACTION

- Attain goals
- “Get things done”
- Recognition for accomplishments





Motivational Driver: ANALYSIS

- Avoid or limit risk
- Understand details
- All the information





Motivational Driver: INFLUENCE

- Influence others
- Assume and maintain leadership role
- Recognized for position





Motivational Driver: MEMBERSHIP

- Belonging
- Teamwork
- Subordinate individual needs





Motivational Driver: RELATIONSHIPS

- Establish & maintain relationships
- Avoid conflict
- Counselor, advisor, listener





Motivational Driver: CONSISTENCY

- Avoid disruption
- Preserve continuity
- Harmony
- Strongly held principles





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- Define outcome
- Paint the picture
- Communicate
- Analyze motivational needs
- Utilize motivational drivers





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Objective

1

Audience

2

Content

3



PREP

Plan

Rehearse

Edit

Psych



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Wrap It All In A Story





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