

## Trust | Anecdotal

Finding just the right words comes easily to you. You have found that a good story is often more persuasive than all the facts and figures combined. Your particular strength may be in telling an anecdote, a joke or even another customer's experience. It may be just talking! Either way, you have a captivating way of expressing yourself that will hold someone's attention and you will most likely be a welcome guest to a customer. You can provide a nice break to their day.

Great communicators are effective because they are able to build trust. A good story has a way of reassuring clients in an emotional way that is often more comfortable than a dozen pie charts. Be on the lookout for good material that fits your style. Stay informed about industry trends and make an effort to be "newsy" when you are with customers. When you are on an important call, use stories or explanations that you know work.

**Collaboration Alert:** Be sensitive to the fact that sometimes you may need to get to your point more quickly. Over time shorten your stories for better impact. Look for ways to make your stories interactive so that your customers can become involved or participate. Good communication is a two-way street. And most importantly, know when to stop and listen.

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**The Science of Performance**