

People Decide What
They Like And Dislike
Based On What
They Hear

They Rarely Recognize
Why They Feel The
Way They Do

100% Of Our Image Is
Conveyed By Voice When
We Speak On The Telephone

Chapter 1

Are Voices Important?

A Rich, Warm, Magnetic Voice Is Music to our Ears. It excites and delights us and makes us want to listen to every word.

An angry, stressed or strident voice sets our nerves on edge. A voice that is sad, shy, whiny or hard to understand drags our spirits down and makes us want to turn away.

Voices Affect Feelings. Warm, enthusiastic voices encourage listeners to feel good. Clear compelling speech communicates confidence, competence and power.

People Decide What They Like or Dislike Based on What They Hear. They Rarely Recognize Why They Feel The Way They Do. People react emotionally to what they hear, positively or negatively, without identifying why. They know they like it or they don't and act accordingly.

This translates to they like you, your company, product and service or they don't, based on what they hear. They rarely recognize the reasons why they feel the way they do.

Over The Telephone 100% of your Professional Image Is Communicated by the Sound of your Voice.

The Feelings We Leave Are Often Lasting. *"People will often forget what you say, they may forget what you do but they will always remember how you make them feel."* The feelings you leave with people are lasting and important.

If you leave negative feelings, if only by harmless error, people often will not give you an opportunity to change the negative impression. If you leave positive feelings, the door is open to expanded communications, relationships and sales.