

WORDS THAT WORK

By Faye Murray

As the owner of a business in the aesthetics and beauty world, you communicate with clients and your team members in many different ways, each and every day of the week. You learn to ask good questions and gather good information to provide amazing service and get results for every client. Good communication is the basis of your client and team relationships.

Communication is a learned skill that can be refined to be a great strategy to get others to listen and engage with you.

Good communication is recognized as:

7% what you say

38% how you say it

55% how you make people feel

The results that you achieve must have a focus on, not only the message you deliver, but need to also be about how you make people feel.

I have some favorite words to share and some words to avoid to help you to get results through stronger communication.

"Thank you" is gold. Look for as many ways as possible to say this every day. Look for the opportunities that are big and small

5 words that convert from a conversation into a client saying "yes"

"This is what I recommend."

"I" is essential as it now becomes a personal recommendation from YOU

When talking to your team always use "we" not "I"

When you have kept a client waiting do not say, "I am so sorry to have kept you waiting." Replace with "Thank you for your patience."

Lose the word "just". It undervalues when added to sentences such as "I am just going to put a pillow under your feet to make you more comfortable."

If you need to make an excuse you have probably already made a mistake

WHAT A GOOD LEADER LOOKS LIKE COMPARED TO A BOSS

A good leader coaches, a boss drives.

A good leader inspires enthusiasm, a boss inspires fear.

A good leader leads by doing what needs to be done, a boss sets the tasks

A good leader says "let's go", a boss says "go do it".

A good leader makes work fun, a boss makes it a drudgery.