



Karen Friedman

— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS



ENGAGING and INFLUENCING LISTENERS

**Communicating Your
Message for Maximum
Impact**

Most people admit doing something else while you're presenting

28%

TEXTING



27%

CHECKING
EMAIL



19%

SURFING
INTERNET



17%

SLEEPING





Question

How long does it take before your listener tunes out?

You answer...

- a) 10 seconds
- b) 1 minute
- c) 30 seconds**
- d) 7 seconds

How long until your listener tunes out

00:30

**Engage
quickly or
they will tune
out**





IT'S



YOUR



TURN

PHONE TIPS

- Lean forward
- Eyes focused
- Have a script
- Key points
- Be a director
- Full attention
- Smile across miles
- End: call to action





Preparation

- **Why am I here?**
- **How can I help?**

2-3 points in advance

- **Saw, heard, experienced**
- **While talking to Ben**

Play off others

- **So if we improve efficiency**

Anticipate ? in advance

Think on your feet



Help them elaborate

- Now that you've shown us x, how do we---

To disagree

- Here's another perspective
- Perhaps we can look at it differently
- In my experience

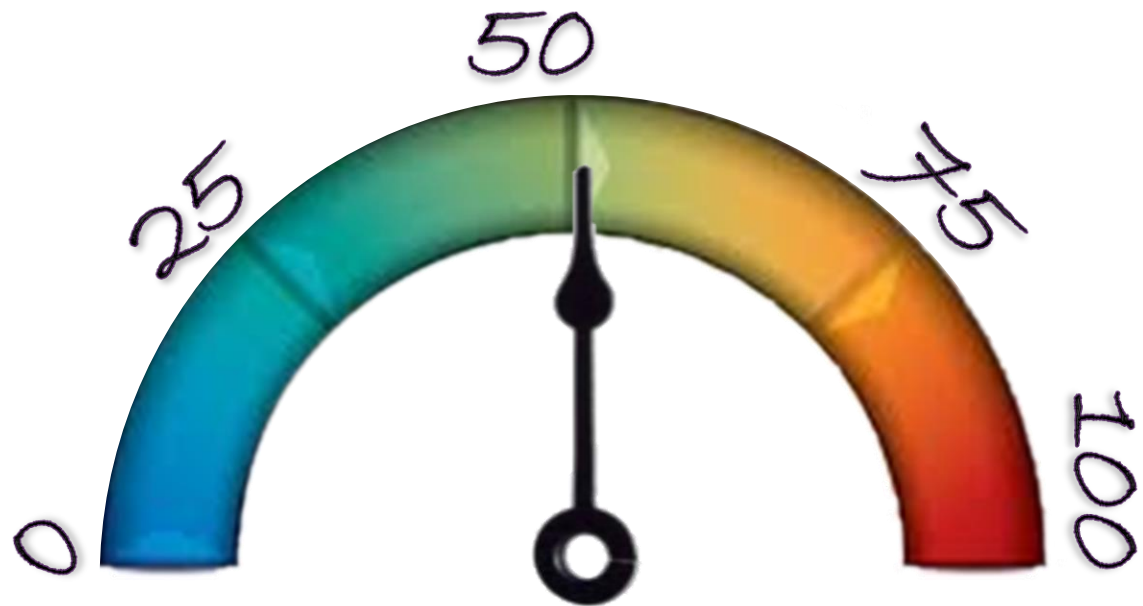
Appeal

- Bob, I've always respected your opinion so when you say-

Think on your feet

ORGANIZE





Make Me Care Meter

LETTER



DON'T BURY THE LEAD



CREATING SLIDES

BK Care Contacts & Cancellations Q2 Benchmark

	Care Tickets per Order	Share Cancelled Orders
Enterprise	0.17	2.6%
Burger King	0.26	5.6%

Highest CBSAs - Cancelled Order %	
1 Virginia Beach-Worfolk-Newport Ne.	38.46%
2 Orlando-Kissimmee-Sanford FL	20.61%
3 Dallas-Fort Worth-Arlington TX	12.68%
4 Dayton OH	11.94%
5 Cleveland-Elyria OH	9.81%

Key Takeaways

- Burger King's share of cancelled orders is very high, compared to other enterprise chain partners (5.6% vs. 2.6%)
- Restaurant & Driver Contact rate is much higher for BK vs. other Enterprise restaurants.
 - Restaurants are calling because of Failed Order or Restaurant is too busy
 - Driver are calling because restaurants are too busy or order is not at the restaurant
- Care tickets per order is also higher than both enterprise and independent, with 26% of Burger King orders having a contact to care.
- Large increase in failed urgent tickets to care as we add more BK locations.
 - Retraining is needed to make sure stores are keeping the tablets on and charged during operating hours
- Customer Care # is diner facing # on BK diner facing pages, so possibility diners would call BK instead of Care if they could
- Let's work together to reduce the number of care contacts and cancelled orders, improving the experience for our mutual diners and increasing sales for BK and GH!

GRUBHUB

*Data from Q2 2018

- **Create content first**
- **What's the story?**
- **Title: Headline BIG idea**
- **3-5 key points**
- **Minimize words/ maximize pictures**
- **Provide details in handout**
- **Large font/white space**
- **Slide follow you**
- **Practice with/without**
- **Out loud**

PRESENTATIONS

TRANSITION

TRANSITION

TRANSITION

Challenges
Budget

Steps
Timeline

Studies

Mean
Benefit

ISSUE

ACTION

DATA

FUTURE



TRANSITIONS

- **“We’ve talked about Point A. Now let’s think about Point B.”**
- **“Based on what you’ve just heard, you might think that X is true. But it’s not. In fact, Y may be your best option and here’s why.”**
- **“Now that we understand the potential market, let’s take a look at time lines. ”**
- **“Shifting gears, let’s move on to...”**

F-E-A-S-T

Facts

Examples

Analogies

Stories

Third
Party

Telling a story

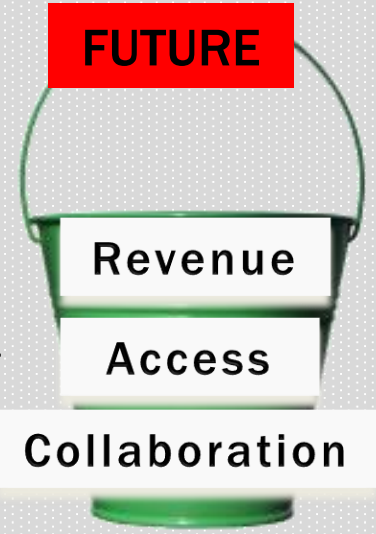
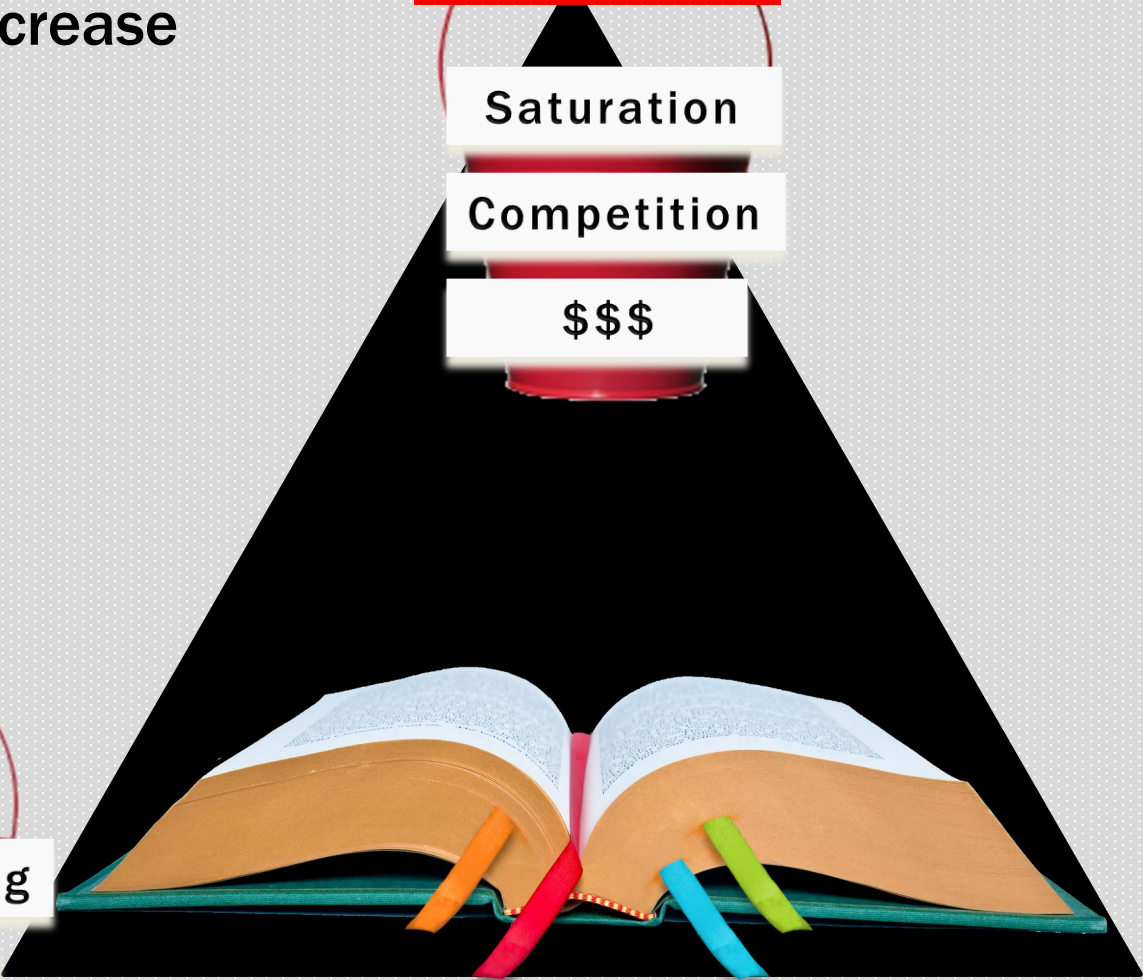


Research shows people are more likely to donate to a cause after hearing an impactful story



C-P-R

OPEN: Opportunity to expand market share and increase revenue





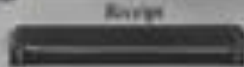
Marrying Messages

- **This is important because**
- **What this means is**
- **The reason this is significant**
- **The results are encouraging because**
- **Here's what's key**
- **What we found interesting**
- **Let me draw your attention to**
- **Here's what you need to know**

A - T - M



Acknowledge
Transition
Message
and Address



Account Management Scenario



We recently launched some new upsells and features that will have benefits both for GH and for our chain/brand partners.



However, in there are some tradeoffs - in order for them to get more orders, they need to pay more.



You need to prepare to upsell and walk the partners through the win/win and how this will create a long-term win for their business.

Account Management Scenario



You recently took on a new account in Q4. As you look at your book of business for the new year, you want to make sure that for this new account you have everything you need to support their growth and success.



Part of that includes understanding their key business drivers and considerations from your new account, to ensure that we can help them grow their business.



You need to prepare yourself for this meeting, to better understand their 2019 plan and strategy, so you as well can align to support that growth as their brand partner.



PROBING QUESTIONS

- **Can you share an example?**
- **Tell me about...**
- **Why do you think this is the case?**
- **How did you decide?**
- **Can you elaborate?**
- **Have you ever had that experience?**
- **Help me understand what you mean**
- **What do you think of?**

Executive Presence

Managers often say to me,

“

he/she is good at what they do
but they lack executive presence

”

Essential elements of executive presence

Gravitas

(how you act)



67%

Communication

(how you speak)



28%

Appearance

(grooming, fitness)



5%

268 executives pinpointed 3 elements

Pace

Pause

Pitch

Pronounce

Project



Tricky
TRUE **X**
OR
FALSE

A green checkmark is positioned to the left of the word 'TRUE', and a red 'X' mark is positioned to the right of the word 'TRUE'. The word 'OR' is centered between the two words.

#1: True or False



Crossed arms and legs signal resistance to your ideas

TRUE: Not open



#2: True or False

Real smiles show up when your eyes crinkle

**TRUE: The mouth can lie
but the eyes can't**

#3: True or False



Posture says you are in charge


TRUE – Posture equals power

SHARE YOUR INSIGHTS

What am I trying to communicate



This is what you need to know



2-3 key points



Mean to them? So What? Care?



Actions to take





KarenFriedman.com/Grubhub

A photograph of a bison grazing in a field of tall grass. A large white circle is overlaid on the left side of the image, containing text. The bison is dark brown and is facing right, grazing on the grass. The background shows a field of tall, dry grass and some green bushes.

Give Them Space

- Be patient
- Comfortable with silence
- Communicating not always about talking

A photograph of a bison grazing in a field of tall grass. A large white circle is overlaid on the left side of the image, containing text. The bison is dark brown and is facing right, grazing on the grass. The background shows a field of tall, dry grass and some green bushes.

Don't Underestimate

- 35 mph
- Consequences of words/actions
- Speak in positives/options/problem solve

A photograph of a large brown bison and its calf in a field. The bison is in the foreground, facing left, with its head partially obscured by a circular graphic. The calf is standing behind it, also facing left. The background is a green field with a wire fence. A circular graphic with a white background is overlaid on the left side of the image, containing the text "Prepare Carefully" and a list of three bullet points.

Prepare Carefully

- Emphasize others
- Anticipate reactions/objections
- Trusted advisor/their best interest at heart