

- Message Development
- Scientific & Medical Presentations
- Speaker for your next event



- Media & Crisis Training
- Presentation Training
- Leadership Communications

7 Tips to MAKE EVERY CONVERSATION COUNT

1. Have a game plan. Like a GPS. Plot your route

- What is your purpose/goal?

2. Know your opening line or way to enter conversation

- Could be a probing question or soft question. Might be a statement to take you where you want to go. Get them talking.

3. Make it about them

- Once you ask questions, know what they care about, you can direct the conversation to their concerns and needs. When it's about them, they are more interested in what you have to say.

4. Make it relevant

- Think of quick stories, anecdotes, examples IN ADVANCE that you can interject into the conversation to drive home your point and make it real for them. Help them see what you are saying.

5. Listen

- Be careful not to do all the talking. Listen carefully and interject when appropriate. The more you listen, the more you seem interested in them.

6. Have a good ending

- Like beginnings, endings are also important. Will you email them a link, call, make plans to get together. How will you follow up and continue the conversation?

7. Take stock

- After the conversation, perhaps when you get home or back to the office, take a few moments to identify what worked and how you can improve. Becoming a focused conversationalist takes practice.

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