

# Talking your way to better results

Emma Matthews, associate director at Landers the Accountants, examines how a change to the way you communicate can improve business performance.



● Emma Matthews

**MAKING** some small and simple changes to the way you communicate - in particular to the language that you use - will have a dramatic effect on your success. The good news is that by reading this article you are well on the way to making yourself aware of how to make those small changes that will have a big impact on the results of your business.

The use of 'yes' tags, embedded commands, phonological ambiguity, appealing to fairness and even the use of a magic wand can enable you to get others to do what you want them to do, get people to help you, to generate more referrals, to close more sales, to reduce your workload and much more.

One of the most simplistic strategies is the knowledge of when and how to use the words 'Do' and 'Don't'. Let me explain.

Can you imagine the situation when a child walks into a room holding a full glass of milk and the fatal words are spoken: "Don't spill that milk!"

What usually happens within a second of those words

being spoken? They spill the milk. Until that point they weren't even remotely considering spilling the milk but when you have told them not to, it increases the likelihood that they will.

## Science

The science behind the theory is that the brain cannot process the negative like 'Don't spill the milk' without first processing the positive part: 'Spill the milk'.

In a business environment, not many glasses of milk are being spilt but the same psychology can be applied to situations when we say: "Don't do this", when in fact we should replace the 'don'ts' with positive 'do's'.

Try swapping the phrase "Don't forget" to "Remember" and see what impact it has within your business.

● At Landers we encourage our clients to implement tried and trusted business strategies to improve their business.

Our bi-monthly Business Builder Forums provide an ideal opportunity for business owners and managers to gather and use their wealth of experiences to determine how best to use these strategies within the business environment.

The topic for our latest forum is '19 communication strategies to get you better results', at which we also discuss a further 18 strategies to improve business success.

If you want to discover how to improve your communication in order to help you to deliver better results, call Emma Matthews at landers the Accountants on 01525 873922.

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