

# COMPONENTS

## OF THE VOICE

WITH PHIL COLEY



When it comes to sales for business growth, the voice may be more important than you think.

As humans we make snap decisions on people, sometimes in as little as a tenth of a second, so it is important to be the best you can be, and that includes your voice. A lot of people don't know how much the voice can influence sales so it's a key skills to learn that can keep you ahead of competitors.

**So, what are the 6 main components?**

## PITCH

**Pitch refers to the highness or lowness of the voice.**

Pitch can have a huge effect on the meaning of sentences and the point you are trying to portray. A good rule of thumb is to practice different parts of your presentation using a higher or lower pitch to determine which elevates your point and which hinders it.

## PACE

**Pace is the speed in which you speak.**

It is a common reaction to speed up our pace when we are nervous or excited about something. This makes it difficult for our listeners to keep up, and ultimately turns off prospects to your sale. Add pauses in your sentences, make sure you are taking breathes, and again practice, practice, practice. When picking the pace, aim for something slower than you think - it is far better to be talking a little too slow, and too fast.

## PROJECTION

**Voice projection is the strength of speaking.**

Whether in a large room with multiple people, or in a office with only one other listener, you need to be able to project your voice to give a clear and confident sound. Concentrate on your breathing, long deep breaths will help you find your diaphragm voice.

## ENERGY

**The excitement and passion your convey with your voice.**

No one is going to buy from a boring, monotone salesperson. If you aren't interested or excited by your product, why should anyone else be? Add some energy to your presentation, add some personality, be human-able. You'll need to be confident on your subject matter in order to sound confident and energetic.

## VOLUME

**How loudly you are speaking.**

When talking over the telephone, or over video calls it can be hard to know how loudly you are coming across. Try some practice calls with colleagues to see how loudly, or quietly you are coming across. Make sure you aren't shouting at your potential client, but conversely if they can't hear you that is a waste of time too!

## ARTICULATION

**The pronunciation of words.**

Mumbling and mispronouncing words doesn't sell a very convincing impression. Being clear in your voice and with the words you use will mean your audience will have no trouble understanding you. Practice tongue twisters and vocal exercises with be great training for your mouth and it will soon become second nature.

# PhilCOLEY

BUSINESS SALES GROWTH SPECIALIST