

THE WORKBOOK

# COMPONENTS OF THE VOICE



PhilCOLEY

BUSINESS SALES GROWTH SPECIALIST

# OVERVIEW

**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.

One of the most powerful tools that we have in our control is our voice and how we can use it for sales success. In this great workshop you are taken through the 6 components of the voice and how you can use each of them to improve your sales presentations on the telephone, face-to-face or online. Ideal for anyone who is in sales either partly or fully.

# WHAT HAVE YOU **LEARNED** ?

What are the 6 components of the voice?

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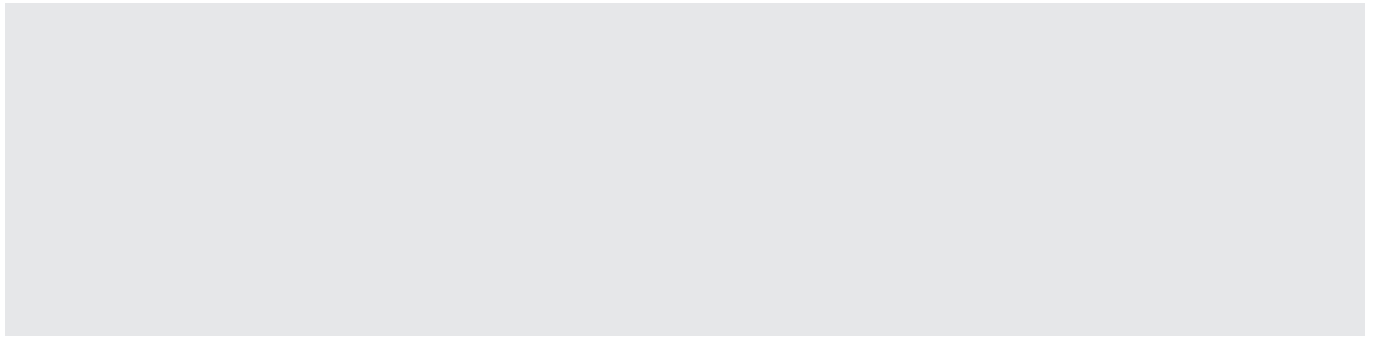
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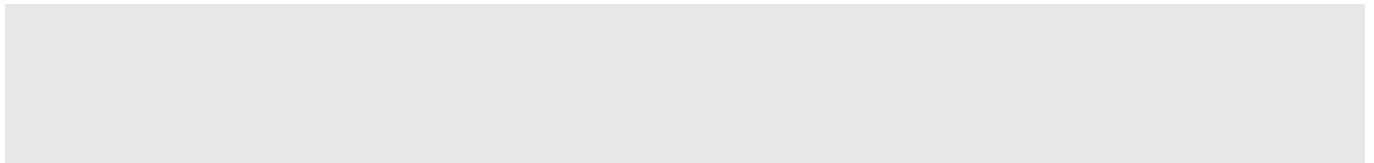
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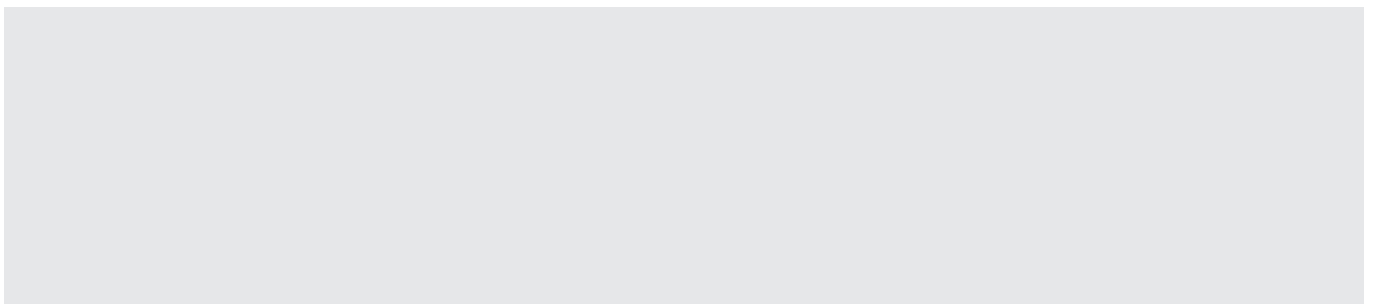
What can *raising your pitch* **emphasise** when talking about your product or service?



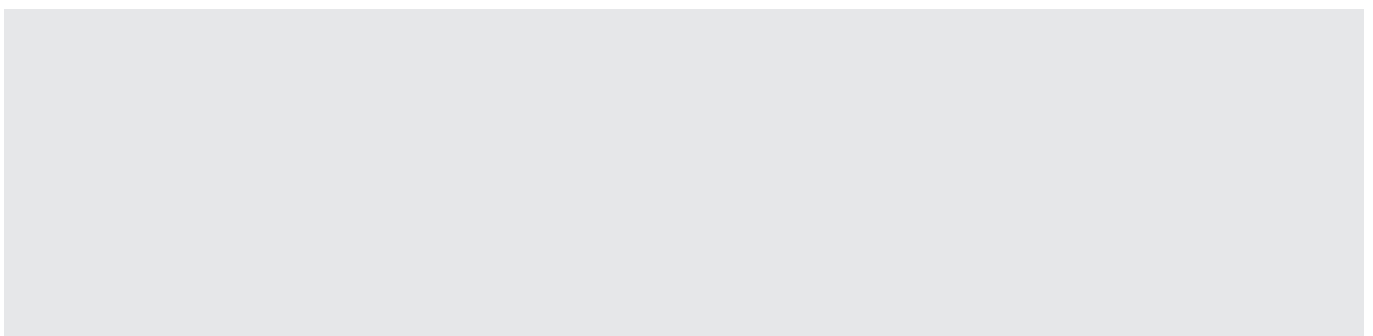
Will **a monotone voice, a super excited voice, a loud voice or a varied tone voice** **be your best tone to make a sale over the telephone?**



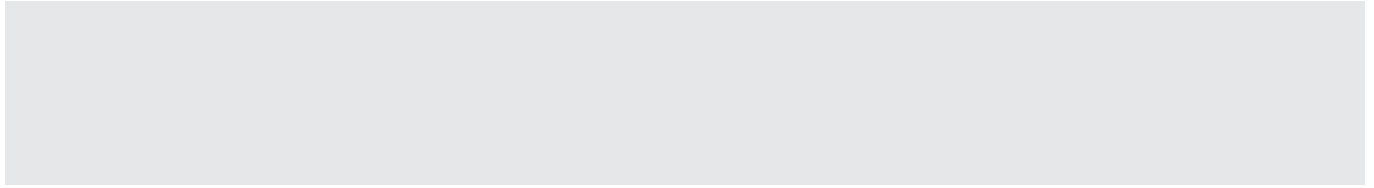
**And why?**



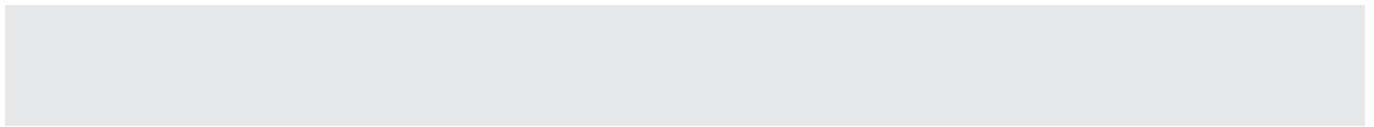
**Why is *pitch of voice* so important in sales?**



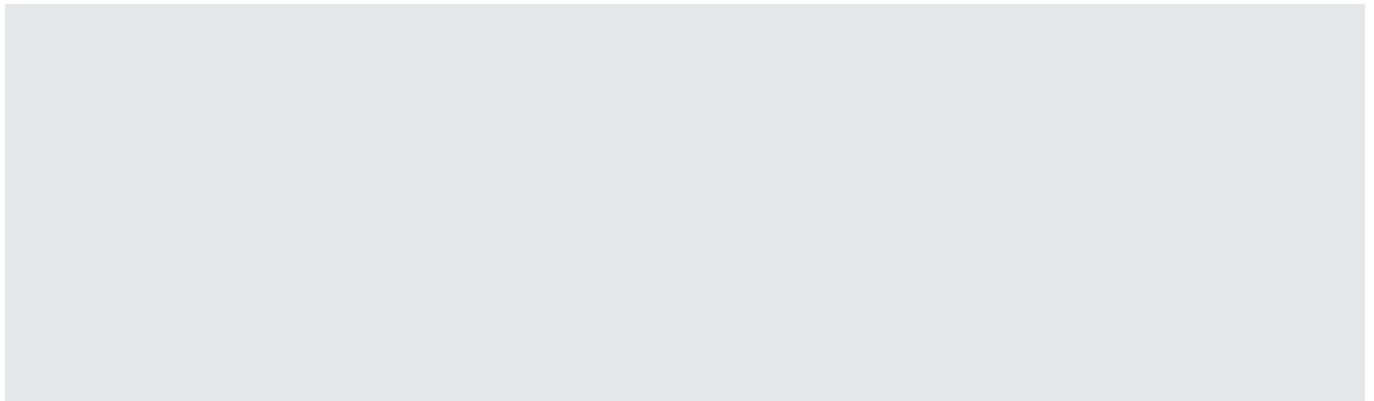
**Between 140 and 160 words per minute is the optimum rate of speech, do you think, on average, we talk *faster or slower*?**



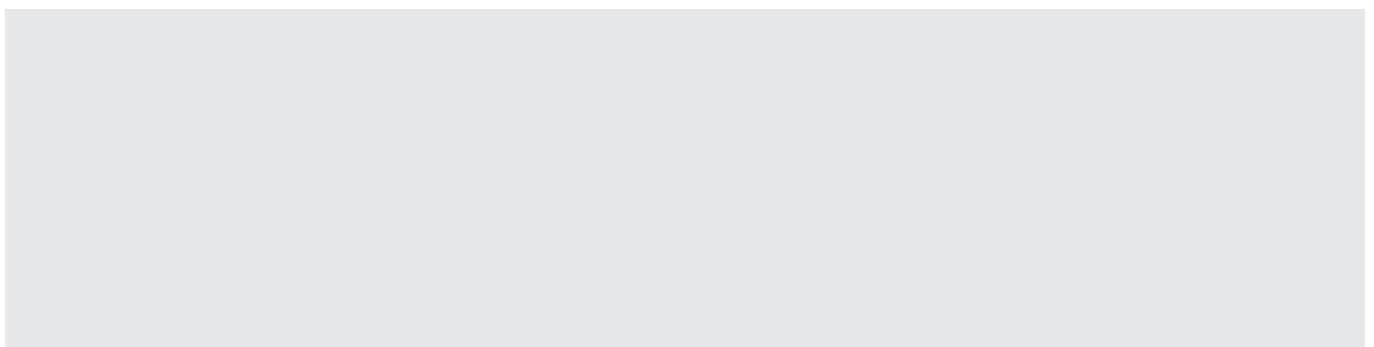
**Should you talk faster or slower than you normally would when selling on the telephone?**



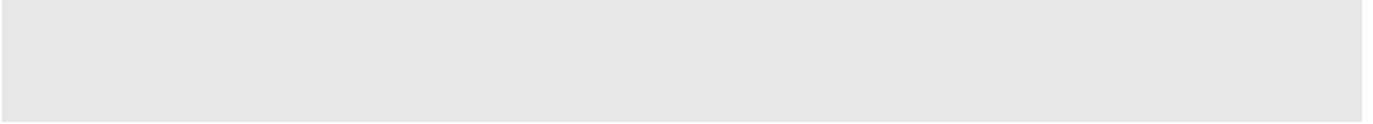
**What does *talking too fast* do to your potential new client?**



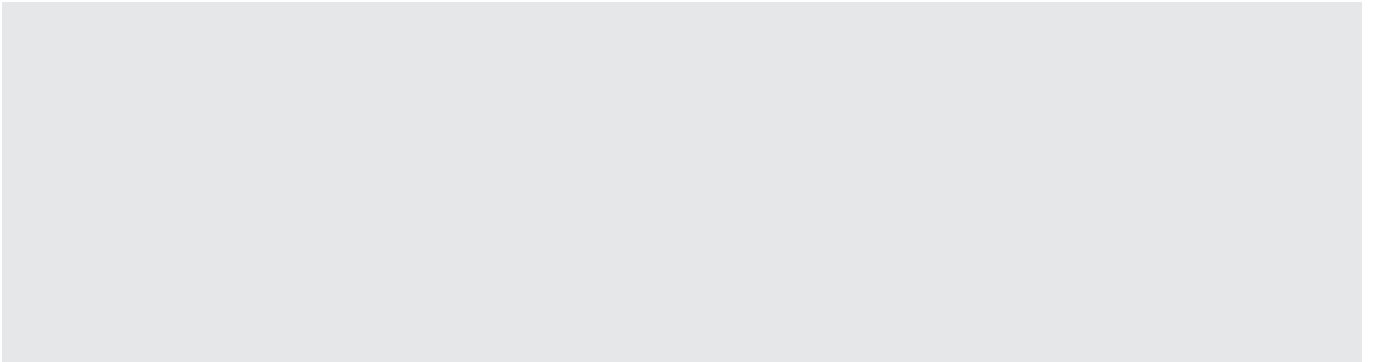
**How can you use the *pace of your voice* to emphasise key points?**



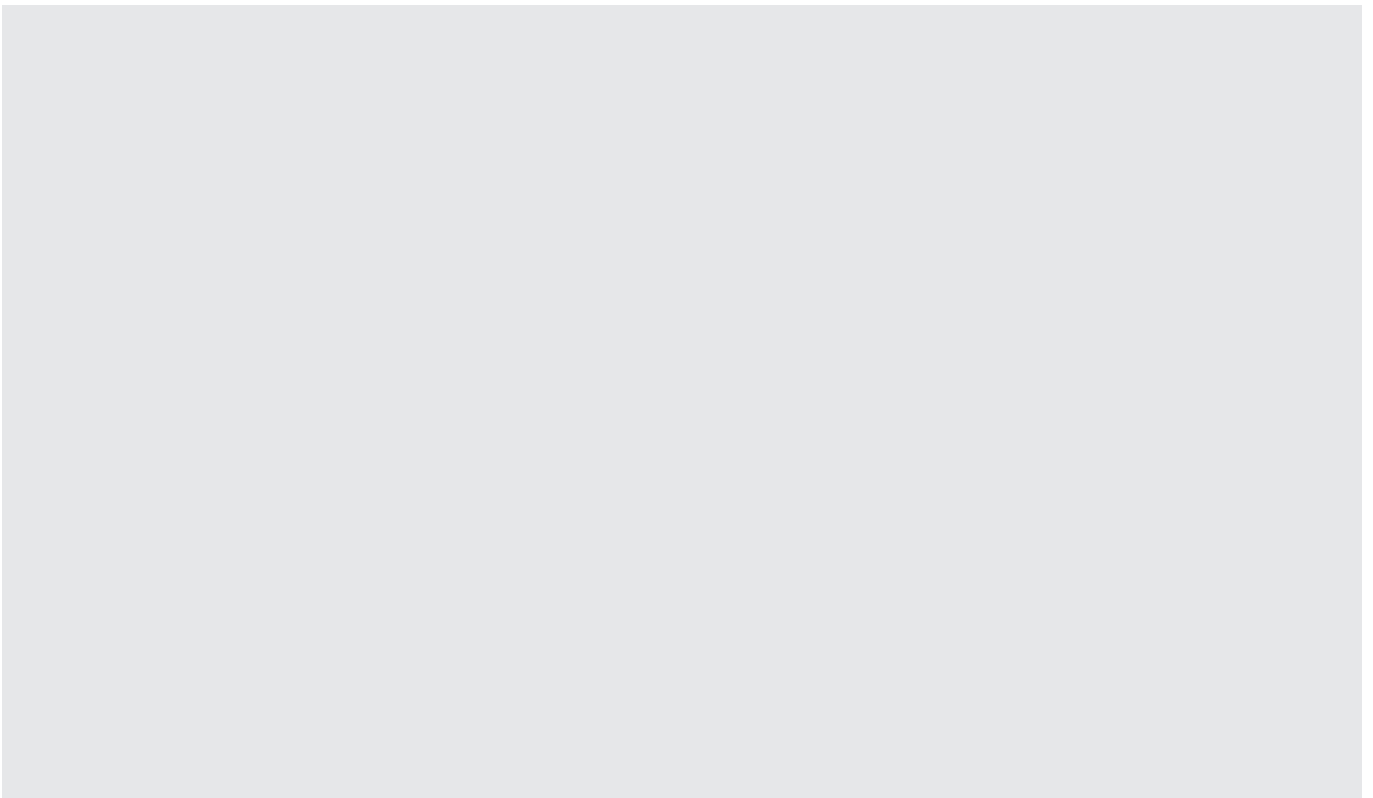
**Where should your voice come from, your diaphragm or your chest?**



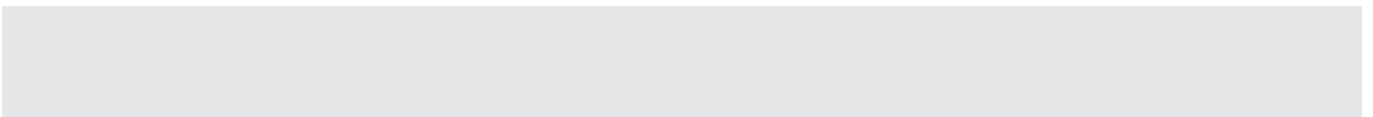
**What is the difference between *projection* and *shouting*?**



**What is projection?**



**Does projection portray confidence?**



**What is *energy* in your voice?**

**How does *energy* improve sales?**

**What can you do to *increase the energy* and passion in your voice?**

**How loudly should you speak?**

**Can *varying your volume* and *inflection* can also help convey meaning of a particularly important point and keep the customer interested in what you're saying, and why?**

**Should you *shout* to get your point across?**

**How can *mispronunciation* turn of potential clients?**