

How Can you Communicate?

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When Communication occurs, it typically happens in one of three ways:

- ▶ **Verbal:** the use of words to convey a message. (Text, Email, Voicemail etc.)
- ▶ **Nonverbal:** transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture and body language.
- ▶ **Visual:** the practice of using visual elements to communicate information or ideas. Types of visual communication include animated GIFs, screenshots, videos, pie charts, infographics, and slide deck presentations.

People very often take communication for granted though it's the only way we move things forward... ever.

Communicators constantly exchange information, We are ALWAYS either receiving or giving information.

Remember: Communication does not occur unless it goes BOTH WAYS

There is a Sender and a Receiver - and they both know the other was heard.

Contact Defined in Terms of Real Estate Contact Tracking:

Two-way Communication, in which the party you are communicating with understands you sell Real Estate and would love to work with them or someone they know.

Communication once was ONLY Face to Face.... Then Drums or Smoke Signals... Then written word... Telegraph... Telephone... and so on.

In our Industry we use many ways of communication.

Let's Do a quick brainstorming session Together

- ▶ What are the many ways you communicate today? How do you like to communicate with your clients?
- ▶ In what ways do you find it easier or more difficult to communicate?

Let's write down what you listed in your groups:

- ▶ In Person
- ▶ Over the phone direct talking
- ▶ Over the phone, voicemail that gets returned
- ▶ Text that gets replied to
- ▶ Mail that is replied to
- ▶ Email that is replied to
- ▶ Social Media Message that is replied to (FB, LinkedIn, Insta, TikTok, etc.)
- ▶ Advertising that is responded to
- ▶ Whatsapp
- ▶ What else?

Should you LIMIT your number of Communication Methods? Why or Why Not?

What are the pluses of limiting?

- ▶ Clarity and Ease of Communication

What are the minuses?

- ▶ Many people have their own preferred method of communication that may not be the same as you.

YCM's Most Effective Ways to Communicate

- ▶ **E-mail:** These days, e-mail seems practically old-fashioned, but it remains one of the best ways to connect with your customers because it's convenient, cheap, and swift. It's an essential component of any business communications platform.
- ▶ **Social Media:** Social media has created a whole new way to interact with our customers. On one level, you can use your accounts to promote your products and brand. But you can also use your accounts to engage in one-on-one communications.
- ▶ **Direct Contact:** Over the phone or text.

**What Methods of communication do you prefer from YCM?
Is there anyone that isn't receiving our emails?
Is there anything we could change?**