Creating Opportunities Through Better Communication & Body Language

Course eligible for 0.1 NKBA CEUs
Erik Listou, CLIPP, CAPS, CAASH, CGR, CGP, CLR, LDST
Co-Founder - Living In Place Institute™

✓ National, state, and local project and service awards
✓ National speaker, educator, author, and talk radio show host and producer (125 episodes)
✓ NAHB Subject Matter Expert NAHB Carpentry Standards & Project Management and NAHB educator for 15 classes
✓ NKBA VFTI Speaker and educator for CEU programs
✓ Tradesperson-management-owner
✓ Public and private contracting $100M+ career
✓ Co-Founder of the Living In Place Institute

A grandfather and professional musician living in the mountains of Colorado, Erik and his wife, Frances, visit thousands of children of all ages during the December holidays.
Presentation Objectives

1. What is Communication
2. Learn Tips for Effective Communication
3. Discover the Secrets of Body Language
4. Become a Better Communicator Immediately
5. Your Next Steps to Better Communication
1. What is Communication
Old Forms of Communication
10 LEVELS OF INTIMACY IN TODAY’S COMMUNICATION

1. TWITTER
2. FACEBOOK STATUS
3. FACEBOOK MSG
4. EMAIL
5. TEXT MSG
6. IM
7. LETTER
8. PHONE
9. VIDEO CHAT
10. TALKING
Really efficient…or not?
“The single biggest problem in communication is the illusion that it has taken place.”

George Bernard Shaw
1856-1950
How the customer explained it

How the designer imagined it

How the contractor understood it

How the engineer drew it

What the field eventually installed

How the project was documented

How the customer was billed

What the customer really wanted

What the project was documented

How the customer was billed

What the customer really wanted
2. Tips for Effective Communication
COMMUNICATION is...

- Reading *BeTWeen the lines* (7%)
- 55-70% *Body Language*
- 23-38% *Tone of Voice*
- 7% *What You Say*
Create Opportunities for Your Client

23-38% Tone of your voice

- Speak clearly
- Use pleasant tones
- Business-like
- Flippant-unconcerned
- Honesty has a sound
Use proper grammar – No slang, contractions or unnecessary words

Be Careful with –
- Just
- Sorry
- I and You

Create Opportunities for Your Client
Create Opportunities for Your Client

7% What you say

✓ Script your words - Elevator speeches
✓ Ask about their needs
✓ Tell stories…short stories!
“My last client loved to cook, especially for the holidays, but did not like being stuck in the kitchen all day.

They choose appliances that are all high quality, cook fast & efficient and last just about forever.

They picked out a steam oven, induction cooktop, new oven, coffee maker the works! She is really happy now!”
Tell stories about how your projects have solved problems...

“When we moved into our home, the flimsy towel bars were falling out of the wall. They had used those cheap little wall anchors that were intended to hold no more than a picture.

My wife picked out some beautiful new towel bars designed to hold over 250 pounds, and we installed them using high strength wall anchors. Now we feel more secure.

Let’s change your towel bars so when your family and friends visit and grab the towel bar too hard and you too will feel secure.”
Tell stories about how your projects have solved problems...

“In every bathroom we remodel, we install an electrical outlet near the toilet. It’s perfect for a nightlight and for plugging in your phone. And, if you have even had the luxury of sitting on a heated toilet seat…”
“Everyone is changing to LEDs throughout their homes, and they can cost under one dollar! If you use the dimmable types, you can adjust the light to fit your mood. Not to mention, they last almost forever and will lower your electric bill every month.”
3. Body Language
Mental and physical ability of humans to communicate without words.

Key elements are body posture, gestures, facial expressions, eye movements and the clothes you wear.

How individuals send and interpret such signals almost entirely subconsciously.
Body Language is...

55-70% of our communication
Body Language Experts

Silent screen actor
Charlie Chaplin

Blue Man Group
Why is body language important?

Makes you more confident…
Build other’s confidence in you…
Makes you more likeable…
Why is body language important?

To Influence Others
Why is body language important?

Reduce Resistance
Why is body language important?

Create Business Opportunities
Body Language Tips

FACIAL EXPRESSIONS - Smile – Eye contact

DISTANCE - Arm’s length

Do not fidget – Mirror to convey understanding

CLOTHES – Appropriate for your position and your client

STAND – Stand upright, a little forward when meeting.

SHAKE HANDS – Firm grip, with good eye contact
Non-Verbal Tips

- Animated gestures
- Open arms, not crossed
- Hands open and palms up
- Leaning in is wanting to hear - leaning out shows resistance

The key is... Consistency
4. Become a Better Communicator Immediately
What about your elevator speech?
Elevator Speech or Creating A Relationship

**TELL** - Based on your Vision Statement:

“Our business helps make all homes accessible, comfortable and safe, for everyone!” My name is Erik Listou.

**ASK THEM** - “Please tell about you?”

**LISTEN** - Smile. Listen attentively. Eye contact.

**ANSWER** - Based on your Mission Statement:

“We are the only internationally recognized provider of professional education, certifications and assessments for home accessibility, comfort and safety, regardless of a resident’s current or future needs or age.”
5. Your Next Steps to Better Communication
1. Study communication and body language
2. Find a communication mentor
3. Practice
4. Practice more
5. Analyze what works
6. Create more opportunities!
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Thank you all!
Questions?

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Through Better Communication
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Virtual Live CLIPP Class
✓ Six 3-hour scheduled sessions over two weeks

Live In-Person CLIPP Class
✓ Two 8-hour sessions in two consecutive days

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