

## CASE STUDY PRISCILLA MORRIS



**Raising procurement's profile** is a priority, but why do many buyers struggle to get their message across to stakeholders?

Barriers to communication can be physical, cultural, perceptual or the reason can simply be that the voice is not being heard effectively, according to Priscilla Morris.

Only seven per cent of any message is dependent upon words, 93 per cent is dependent on delivery. Morris says:

"It's easy for an individual voice to fail to make an impact. Your voice is literally the mouthpiece of your business, a free sales and marketing tool in a complex marketplace full of competing messages."

By considering how others perceive them, buyers can maximise their impact both face-to-face and on the telephone. An effective voice conveys clarity, competence and

appropriateness, says Morris. "We decide whether or not we like someone within a few seconds of meeting. The key elements in this decision are based on how someone looks and how someone sounds."

Morris is leading a 'vocal impact' interactive session for Derbyshire branch on 7 March. For times, venue and booking, see branch events section at [www.cips.org](http://www.cips.org) and CIPS diary (page 28).

Priscilla Morris is a voice coach at Loud and Clear UK