

# Be Vocal To Achieve Success

In the present economic climate we all need to use every personal skill we can to keep ahead of the opposition and make our business have impact. It's a scientifically proven fact that when you meet a potential client they decide how they feel about you within the first six or seven seconds of contact. The tone of your voice, facial expression and your body language all play a part in this. Surprisingly, most people do not understand how important their voice can be in converting this initial contact into real business or how the voice also contributes to success in sales and the management of others.

Your voice can be a very important marketing tool for your business if you understand how it works and what changes you can make to give it maximum persuasive impact. As the vocal mechanism is muscular, parts of it which are weak can be strengthened with exercises. It's important for both men and women to consider the volume that they use. This should not be so quiet that those listening have to strain to hear, or so strident that they feel they're being verbally assaulted!

Balance and variety of pitch, tone, pace, pause and intensity are what makes a voice interesting and memorable. Clarity of message is also very important. In our enthusiasm to reach others we sometimes rush the delivery, resulting in words that are slurred and omissions of end consonants. This has nothing to do with accent, which is normally determined by the placement of vowels, but requires a strong tongue muscle and mental focus to control the pace and physically finish all words crisply. Sometimes the muscles become lazy because we don't use them correctly but a few daily exercises usually do the trick.

Did you realise that stress and tension can badly affect the quality of your voice? Learning how to recognise this feeling can save you from damaging your vocal cords by straining instead of relaxing and allowing your breath to support the sound. Correct breathing is absolutely crucial in producing a pleasant, resonant, responsive voice which will pull in those around like a magnet.



Priscilla Morris of Loud & Clear Voice Coaching

On the phone your voice becomes your sole method of communicating. Without your facial expression to back up the words you need to be slower, clearer and warmer in tone (don't forget to smile!) than you would be in a face to face situation.

For those who have to make presentations, knowledge of how the voice works and how to use it technically to enhance your speech is vital but amazingly many business people do not have this knowledge. Perhaps it's time to add this to your personal skills portfolio and to make sure that your managers and sales teams can grow your business through their vocal impact. Only 7% of any message we deliver is dependant on the words, the other 93% is dependant on the delivery. Don't underestimate the importance of your own personal marketing tool - The Voice!  
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