



PLC 104 Activity 2 Improving Verbal Communication Skills

Strong verbal communication skills are important for every Realtor® to master. They are extremely valuable in every aspect of your life. When speaking clearly, confidently, and with poise, you are much more likely to command the respect of others and build rapport. This is particularly important in business interactions.

The following 10 tips will help you improve your verbal communication skills so that you can better connect with your audience, earn respect, and build the relationships necessary for successful business interactions:

1. Think before you speak – By organizing your thoughts in advance, you can eliminate many of the awkward pauses that occur when speaking. It will also help you relay your information more concisely. While writing down your thoughts is not always possible in impromptu discussions, it is still effective to take a minute to organize your thoughts in your mind before you begin to speak.
2. Be clear and concise – The most effective way to get your point across is to make it in a clear and concise manner. Avoid using complex, convoluted sentences, and try to state your argument in direct language. Before speaking, ask yourself, “What is the clearest way I can make my point?”
3. Speak with confidence – Speaking in a confident manner will help you build trust and command the respect of your audience. There are several factors which can impact your ability to speak confidently, including your command of the subject matter, your word choice, the tone of your voice, your body language, and your ability to make direct eye contact with your audience.
4. Vary your vocal tone – Speaking in a monotone voice is a surefire way to bore your audience. Instead, use voice inflection to add emphasis to important points, and vary the pitch of your voice to express emotion. This will help keep your audience engaged in your message.
5. Be a good listener – Being a good listener is as important as being a good speaker, and it will improve the quality of your verbal interactions. It



shows the people you are speaking with that you genuinely care about their ideas, and it helps ensure you understand their needs. This will enable you to build trust and rapport much quicker.

6. Be aware of your non-verbal communication cues – Your body language significantly impacts the way others interpret what you say. Pay attention to the gestures you make, your facial expressions, and your body language to ensure they align with the message you are trying to get across.

7. Think about the perspective of your audience – Just because you have a strong command of a topic doesn't mean the people you are speaking to have the same knowledge as you. Try to think about how someone else will understand what you are trying to communicate, particularly if they lack the technical knowledge about a subject that you possess.

8. Calm down - Calm yourself down before you start speaking, so that your lungs won't run out of air. Distill your thoughts – do not spill them. If you dive into speech without taking time to ground yourself, you may speak more quickly and slur your words. Take the time to center yourself, and proceed mindfully from there.

9. Articulate your words - Pronounce each syllable individually. Syll - a - ble. Take it very slowly, at first, until each sound is clear and distinct. Gradually speed up your speech and decrease the space between words until you are speaking normally. Make sure you actually stop the air for consonants like 't' and 'b'. Differentiate between your vowels. Don't expect to speak with perfect clarity right away. You may need to practice this for several hours each day, and you may need to practice more to master difficult words. Practice when you're alone – in the car, or walking down the street; when cleaning, or knitting, or standing in front of the mirror. You can slow down your syllables in conversation, but you may make more progress if you devote some serious time to honing your speech.

10. Speak more slowly - It can be incredibly helpful to give your words an extra second or two to fully come out of your mouth. Pausing also works, because pausing allows the person you're speaking to, to digest all of the words you've just said.