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As the wheels are constantly turning in my mind, I am often reminded when I am engaged in a conversation with a fellow entrepreneur or client that I must stop and really listen to what the individual is saying to me. I know we are all guilty of it at one time or another. I am busy gathering information based upon what the individual is telling me, but I tend to get excited about the new ideas and concepts running through my head that would possibly be of benefit to the individual I am conversing with. I tell my brain, "Please, stop the insanity!"

The communication cycle is broken down into five steps:

- * The sender generates the message and decides the best manner in which to send it to the receiver.
- * The message is then passed to the receiver.
- * The receiver must listen carefully to the message in order to fully grasp what the sender is conveying.
- * Once the message is understood, the receiver must generate a response based on what he/she heard.
- * The response is then conveyed back to the sender.

LISTENING is the most important factor in the communication process. An individual must be able to really hear what the speaker is communicating.

LISTENING TO YOUR CLIENTS

How effectively do you listen to your clients? Do you give them proper credit for knowing what they really want and need, or do you try to tell them what you think they really want and need? There is a huge difference here. Our job is to work with the client in meeting his needs through our products and services. As an entrepreneur, we can gain valuable insight from our clients on how we can effectively enhance our products and services based on what their existing needs are. Just because we perform a certain task one way for one client does not mean we must follow the exact procedures in meeting the needs of another client.

USE IT WITHIN YOUR FIELD OF EXPERTISE

As a professional in web site design, I can certainly attest to the fact that many of my clients do not have design experience. However, that does not mean they do not have any sense of expertise in their own field of interest. By effectively listening to a client, I can implement their wants/needs into a dynamic design that will effectively market their business. I must listen to what my clients have to say, rather than concentrating solely on what I feel they need. In this manner, I am able to review their concept and create a design based upon what they desire. In addition, I will offer my own recommendations based upon my own experience as a designer, which the client may approve or disapprove.

OTHER AREAS WHERE COMMUNICATION IS IMPORTANT

1. TEAM ENVIRONMENT: The same concept is extremely important in a team environment. Each team member plays an important role in project development and implementation. If each member would really listen to their fellow team players, they operate more efficiently and effectively in carrying out mutual goals. Through WEON, I am constantly working with fellow entrepreneurs in new project development. I strive to carefully listen to their unique concepts and mesh them with my own in rendering the best solution. We achieve successful results only by listening to one another and working together as a total team with everyone contributing his/her expert opinions.

2. WITHIN YOUR WEB SITE: Even more important is the ability to communicate effectively with your web visitors. It is extremely important you listen to what your visitors need and then implement solutions for these requests. By offering products and services requested from your target audience, you will place your web site above all others that do not cater to the needs of their visitors. Rather than producing a product that the market doesn't desire, listen to what your visitors are asking for and then provide it to them. You'll create a higher visitors-to-sales ratio and your web site will become popular as a result of your catering nature.

The next time you are engaged in a conversation, take notice of how closely you are really listening. Listening breeds wisdom -- wisdom breeds success!

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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