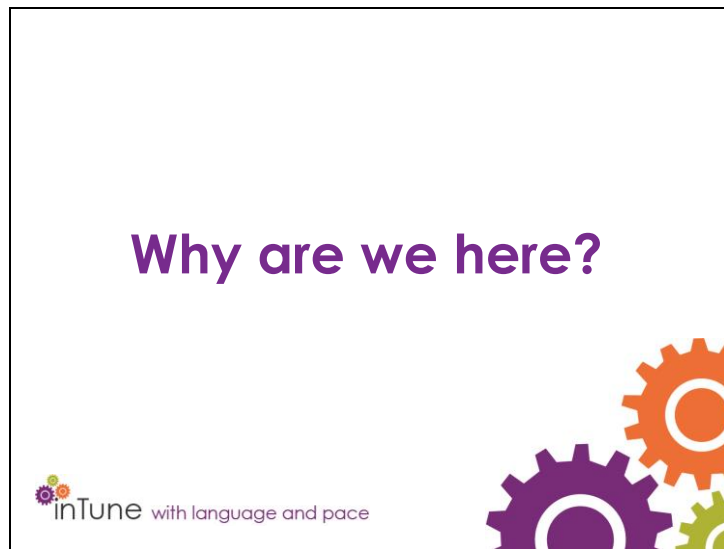




Language and Pace



Connecting with people

- The more we tune into people the more comfortable they feel.
- The more comfortable they feel, the easier it is to get our message across

 inTune with language and pace



**Language is key to
communication and
understanding**



inTune with language and pace

Rapport

We can build better rapport with customers through the language we use and the pace at which we speak

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Tune into your customers

- to make transactions easier and build relationships quicker
- Especially useful over the telephone when there is no visual information

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• Discuss and Do



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**Good use of Language
=
Understanding**



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Exercise

Write down the meaning(s) of the word **call**



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Words that mean different things to different people

- Fine- that's fine
- Quite – he was quite nice
- Good service
- That's expensive

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**Using precise and
carefully chosen
language is crucial**



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Keep it Simple

"There was not currently a gap on the spectrum of adequacy sufficient to conclude that the provision of pharmaceutical services is not currently secured to the standard of adequacy."

North Staffordshire NHS Trust

 **inTune** with language and pace



Keep it Simple

“We don’t need another pharmacy”



inTune with language and pace



Rapport

- Being in sync with
- Being on the same wave length
- Being In Tune With

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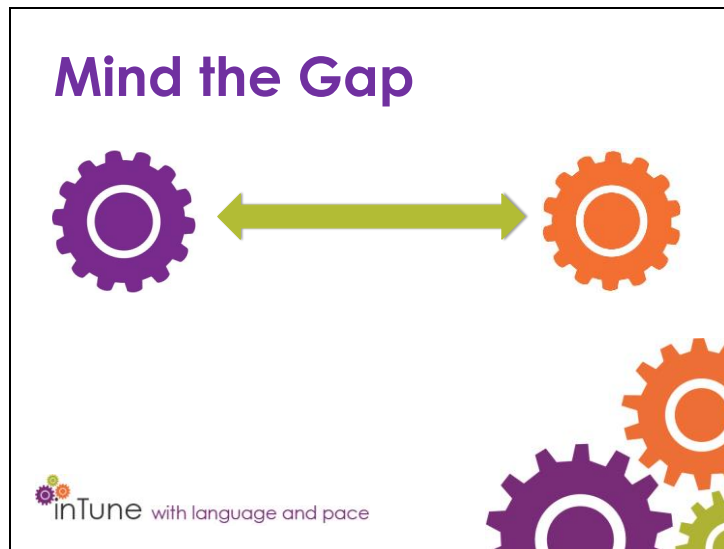


Building Rapport

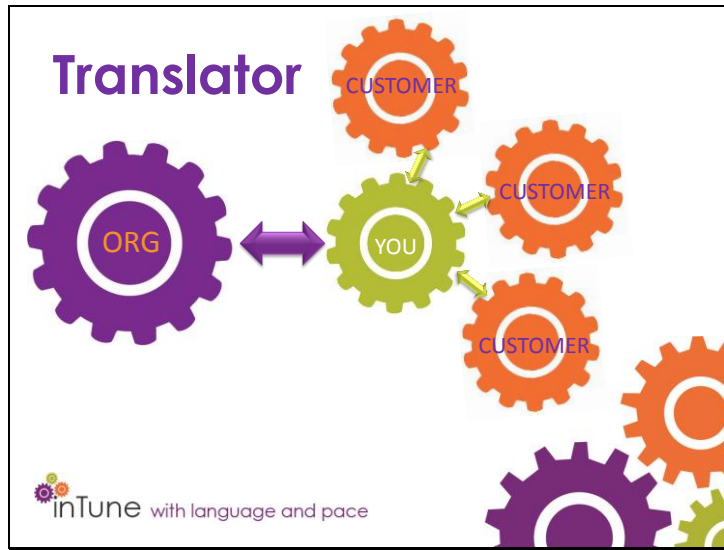
- adapt what we say and how we say it to the person we are communicating with

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I think you have a good voice

How many ways can you say this?

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Tone

- I think you have a good voice
- I think you have a good voice
- I think you have a good voice
- I think you have a good voice
- I think you have a good voice

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Exercise

- Person A - you have got a parking ticket
- Person B – you are very busy at work, and lots of your colleagues are ill

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**What does that mean
for you?**



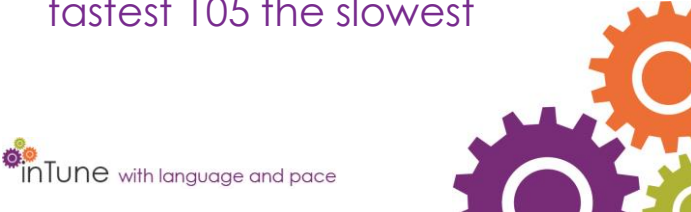
The logo for 'inTune with language and pace' is located in the bottom left of the slide. It consists of a small icon of three interlocking gears (one purple, one orange, one green) followed by the text 'inTune' in a bold, sans-serif font, and 'with language and pace' in a smaller, lighter font below it. To the right of the logo, there are three larger gear icons: a purple one in the foreground, an orange one behind it, and a green one partially visible to the right.



**Pace is the
speed at which we speak**




- People speak at 125 words per minute on average
- 195 words per minute is the fastest 105 the slowest



The slide features a logo for 'inTune with language and pace' in the bottom left corner, which includes a small gear icon. To the right of the text, there are three interlocking gears in purple, orange, and green.


How quickly should we speak with customers?

Slow Fast



105 115 125 135 145 155 165 175 185 195


Words per minute





Action Plan

- What action will you take from this session?
- How do you think this will help you, your customers and your organisation?



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The logo for 'inTune with language and pace' is located in the bottom left corner of the slide. It features a small gear icon to the left of the word 'inTune' in a lowercase, sans-serif font. Below 'inTune' is the tagline 'with language and pace' in a smaller, lowercase, sans-serif font. To the right of the logo are three interlocking gears of different sizes and colors: a large purple gear at the bottom, a medium orange gear at the top, and a small green gear partially visible on the right edge.
