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Booher Shows Executives 9 Laws of Communication

New book "What MORE Can I Say?" illustrates how to present complex ideas to win more sales

PR Newswire

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DALLAS, Jan. 6, 2015 /PRNewswire/ -- Communication expert Dianna Booher believes that today's biggest sales challenge is to convey complex ideas with clarity and credibility. In her 46th book, "What MORE Can I Say?" she provides nine laws for success in persuading, building solid relationships and increasing impact.

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"Whether selling a product or an idea, an executive's most valuable tool to achieve success is how well they communicate," said Booher, president of Booher Research Institute and founder of Booher Consultants.

In "What MORE Can I Say?" Booher, an executive speech coach, identifies common reasons that executives may fail to accomplish their communication goals—and how to change that situation. When executives follow the advice in the book, they will engage and inspire employees to action and themselves become more approachable for fresh ideas that lead to innovation.

Known for her ability to help executives develop and deliver dynamic presentations in high-stakes situations, Booher provides illustrations and analyses of messages that succeed in changing how people think and act.

Among the dozens of presentation tips Booher's communication book suggests to increase persuasiveness are these:

- Limit key points and choices. Too many choices paralyze people.
- Pay attention to emotional hooks. Never count on logic alone to make your case.
- Re-categorize to make the old new again.
- Position the allure of potential over accomplishment. People prefer to dream of "what might be."
- Understand a listener's tendency to "average" benefits rather than add them.

C-suite executives will learn how each law applies to their communication goals such as how to get others to accept change, inspire others to take action, encourage their teams to improve performance, or sell a product or service more successfully, said Booher.

She specializes in providing coaching services to executives in high tech, engineering, financial services and the defense industry. She also delivers keynote speeches on executive presence. Her corporate clients



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include IBM, Lockheed Martin and BP.

"This book provides counter-intuitive principles for success in getting your point across, expanding your influence and persuading others to change their mind or behavior," said Booher.

With examples from politics, pop culture, business, and family life, the book also identifies common reasons that communicators fail at changing hearts and minds—and offers concrete tips to become more persuasive.

Executives will learn:

- How to build or rebuild trust.
- Why storytelling skills are essential for today's professionals.
- Why salespeople should stop "pitching."
- How to make things simple so customers and employees will engage.
- Why empathy can be bad for your business and career.

Jam-packed with practical examples and techniques, the book will show how to analyze your own communication for the pitfalls. Readers will learn how to shape conversations, presentations, offers, emails, feedback or customer service to succeed in accomplishing the communication goal—whether to get others to accept change, put aside a bad habit, improve performance, buy your product, or give you the job.

"This is the definitive book on the hows and whys of communicating effectively. I've always said leadership is an influence process—and to influence others, you have to know how to get your point across clearly," said Ken Blanchard, coauthor of "The One Minute Manager®."

"To be a success you need to influence others, communicate persuasively and win the hearts and minds of those around you. Dianna Booher can give you the expert advice you need to succeed," said Darren Hardy, publisher and editor of SUCCESS Magazine.

"By following the tactics revealed in 'What MORE Can I Say?' you will communicate in a way that creates a dynamic engagement with others after which all parties walk away satisfied and smiling," said Marshall Goldsmith, author or editor of 34 books including the global bestseller "What Got You Here Won't Get You There."

Executives can download a free chapter or a free discussion guide at: www.WhatMoreCanISayTheBook.com/.

Reporters can download sample interview questions and arrange for interviews at www.WhatMoreCanISayTheBook.com/interviews.

About Dianna Booher

Dianna Booher works with organizations to expand their influence and increase their impact through better communication.

An internationally recognized business communication expert, she's written 46 books, published in 26 languages, and served as consultant to more than 50% of the Fortune 500. Other bestselling titles include *Creating Personal Presence* and *Communicate With Confidence*.

Successful Meetings magazine named Dianna to its list of "21 Top Speakers for the 21st Century."

She lives with her husband in the Dallas/Fort Worth Metroplex.

About the book

"What MORE Can I Say" is being published on January 6, 2015 by Prentice Hall Press, a member of Penguin Random House Group (USA)



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