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If this has been forwarded to you and you would like to join our online community [click here](#).

A Message From Poll

BIG NEWS ON THE WAY!

We're very excited about this, and we know you will be too! In mid July we will be launching our new National and International website, and all our Newsletter subscribers are going to be the first in on the act to get the benefits of our new and exciting developments. You will still receive our articles, reviews, free tips, advice and exclusive discounts, but now we will teaming up with experts around the world to bring you the most valuable insights into all aspects of successful communication skills.

In this newsletter, to give you a taste of the excellence we have in store, I'm delighted to include an article written by Jeffrey Gitomer. Some of you will of course know about Jeffrey and his remarkable energy and tell-it-how-it-is approach, and all of you will see how to apply his attitude advice to many aspects of your personal and professional development.

Please keep all your emails and questions coming in to us. We really appreciate the feedback, and it helps us to ensure that we are providing the information and courses that you want.

Until the next time,

Best wishes,

Poll

Ask The Voice Coach

Q: Poll, there seem to be so many 'experts' in communication skills around at the moment, what would your advice be to find the right one?

Mark, Newsletter subscriber from Dublin, Ireland.

A: Hi Mark, in the last four or five years, and particularly over the last twelve months, there seems to have been an explosion in self proclaimed 'gurus' who apparently know everything about everything! Of course this is impossible, but there is a trend of people offering a little of this and a little of that, and many are left feeling a little of nothing! And when you consider the ease in which we have been converted to the Tesco / Woodies DIY / Harvey Norman mentality of convenience, we often are happy to go with the most generic and less specific product that is put in front of us. Don't get me wrong, there are great benefits to having so much under one roof, but if you are looking for something specific and want some expert advice from someone who has the experience and knowledge to give, it's better to go to a proven specialist.

My neighbour yesterday was doing some work on his garden with wood that he had bought in the local wood suppliers. It not only cost a fraction of the price compared to the nearest DIY superstore (he didn't need his wood to be pre-cut, labelled and shrink wrapped!), but he also received expert advice on the type of wood to use (they knew that a certain wood was more appropriate for the job), some really great tips on how to save time (have you ever tried to find someone to help you in a DIY superstore? And if you have, did they do more than read the signs and instructions that are there for anyone to read?), and how to care for the wood to make it last for decades (a happy customer is a repeat customer!). My neighbour is not the best craftsman on the planet, but he knows that with good products and good advice he can produce something long lasting and worthy of his efforts.

When I'm working in Ireland and beyond, I ask clients what training they've taken in the past, and often they will say that they have done communication skills courses or been to a presentation bootcamp, and still don't feel they have the confidence or tools to deliver a message in a way that makes a positive impact. There could be a number of reasons for this: the information given was unfounded and theoretical, the person giving the information does not have the background 'performance' experience to truly pass on the insights and knowledge, or the client is not putting in the work and applying the skills and techniques being taught. In all cases (even with the lazy student!) it all comes back to the quality and abilities of your expert coach. In all cases their success is based your success!

In the first instance, when stepping up to improve your ability to deliver an important message, you need to be clear about the goals you have, and how - and in what circumstances - you would like to improve your communication skills. In other words how will you sound, look and think when you are a confident and skilled communicator? Secondly, do your research and check out a few different coaches. Read testimonials, check out their practical experience, talk to them, meet with them and be happy that the standard of their work is at an international level. You don't want to waste your time and money having to start over because you chose the cheapest, easiest option available from a generic provider.

In my opinion a good Voice Coach / Communications Expert will have at least ALL of the following:

1) A proven background in Theatre, Film or Television - ideally all three.

"But I don't want to be an Actor" I hear you say. A good coach will not try to turn you into an Actor, but they will know from coaching Actors and / or TV Presenter what you must do to hold attention and deliver your message when it matters most. Would you

prefer to learn vocal techniques from someone who reads and reviews books, goes to the Theatre and watches TV, or would you like training from someone who coaches award winning Actors and live TV Presenters to deliver each and every time?

2) A proven record in your particular area.

If you are a Teacher looking to improve the quality and strength of your voice, make sure your Coach has expertise working with Teachers in this way, and is recognised by your Union. We all only have one unique, wonderful voice and as a Teacher this is your most valuable resource. If you are a CEO looking to take control of your leadership messages through successful vocal and physical excellence, make sure that your Coach has experience in this area. You may only get one chance to make that motivational and inspiring speech that will determine the future of your company in these extraordinary times. In both cases, I cannot overstate the importance of point 1 above.

3) A proven level of honesty.

Seven years ago I was asked by an senior Manager in a high profile company to help her improve her voice, body language and message structure. She was a competent, no nonsense, hard working high achiever. In our second meeting, I noticed a particular habit and gave her feedback that she wasn't expecting. I challenged her to change this behavioural pattern as I felt it would no longer be useful as she climbed up the corporate ladder and outlined a method to achieve this. She didn't agree with me, and cancelled our sessions. Ten months ago, I received a phone call from her asking me to work with her again. In a review, her new boss had told her that her inability to adapt was holding her back, and she now realised that what I had told her seven years ago was a key indicator as to her flawed delivery style, and would I please work with her again. Find a Coach who will not just tell you what you want to hear, but instead will give you honest and insightful feedback based on the successes of other 'performance' professionals they have worked with. (Again take note of point 1 above.) By the way I did work with her again over a six week period, and she has recently been promoted to the company's most Senior role within her area of expertise! She is still hard working and great at her job, but now SHE controls how others perceive her.

4) A proven ability to not take themselves too seriously, and to be willing to continually learn.

I do not know any world class Coaches who do not attend world class training courses to acquire new skills and expertise. For me, some of the best weeks in every year are when I become a student again and revel in being challenged to strengthening my weaknesses and enjoy falling flat on my face so that I can do better the next time. When I watch my children learn new skills (walking, eating, talking, going down slides, swimming, spelling...etc) I see how they go from desire to failing to success to bruises to mastery! They do it from trying things out again and again and again, AND having fun. That's how it has been since time began - let's not pretend that it can be any other way. If you do not enjoy the process of getting results when you work with your Coach - even when you are being challenged - then find a new Coach. Becoming the very best version of yourself should be something that you look back on with pride, and a smile!

Mark, I hope this (longer than usual) response has answered your question. I am happy to talk with you privately on the phone or by email. This applies to all Newsletter subscribers, if you want to chat, get advice or ask about anything at all that relates to better communication, please let me know.

Best wishes, Poll

If you have a question for Poll to answer in future newsletters, please email it to ask@voicecoach.ie We respond to all questions, however we will only choose one to feature in each newsletter.

Featured Article

WE LOVE THIS.
IT LEAVES YOU WITH THE REALITY OF A CLEAR, SIMPLE MESSAGE.
We are grateful to Jeffrey for his permission to reproduce this article.

To serve is to rule. Who are you ruling?

An article by Jeffrey Gitomer

You've all heard the stories - fabulous stories of great service. Nordstrom, Lexus, Auto Zone, Les Schwab, and individuals in small businesses that have gone WAY BEYOND the norm to provide extraordinary service.

You have probably heard them enough to make you sick.

Especially if YOUR service is lousy.

As a country, each of us has had a wake-up call both in business and individually. Things ain't what they used to be. And in spite of what you may hear or read from some economic or government genius, it will be a long time until things return.

Meanwhile in the real world, you and I have a job to do, a business to run, customers to serve, people to employ, and attitudes (morale) to maintain. Some will take these tasks more seriously than others.

And now is not the time to point fingers and blame. Now is the time to take responsibility – personal responsibility – for the outcome of business success, especially your business success. Whether you own it, sell for it, work in it, or are part of the family of someone employed, NOW IS THE TIME.

REALITY: There is no handout, er, I mean bailout coming in the mail for you. The cheque is NOT in the mail.

REALITY: You are the bailout. I am the bailout. Together we are the collective bailout.

REALITY: Your victory starts with your customer's victory. Without customers, there is no chance of winning.

REALITY: There are less customers, and those that are left have less to spend.

NOTE: I didn't say, "nothing to spend," I said, "less to spend."

Now is the time to think: SERVICE BEFORE SALES.

Here are the elements of your bailout, your survival, your sales, and your success:

Success starts with attitude training. If you, or your people, or your co-workers are angry, afraid, or resentful, it will reflect in the way customers are served.

Leadership creates the tone, and the environment for success. Employees look to employers for direction, and to set the example.

Attitude starts inside with co-workers and bosses. Train attitude before you train service – invest in people. Start with real world training.

It costs no extra to be friendly. But friendly is worth a fortune, and a reputation.

Identify every service opportunity. There are probably less than 25 actual opportunities to serve co-workers and customers. Once you identify them, have a company meeting (or meetings) to identify best practices – and dates to IMPLEMENT new and better strategies and expressions.

Service is an individual not a company. Serve for yourself first. This is perhaps the most difficult of all the points I'm making. It means you have to be personally responsible for everything you say and do – for yourself and for others.

Service is a personal act of pride, not a chore. Most people fail to realize how powerful service really is. Service is not a job or a task. It's not a bunch of words you say to others. It's not how you respond and react to a situation. It's not just recovering from an error. Service is being kind, having a heart, and doing the right thing – the best thing – in favor of your customers.

Well, there you have it. The secret sauce, the formula, and the actions that will help you through these trying times.

GREAT NEWS! If you start today, you'll be just in time to catch the wave of customers as the economy begins to tick up – or should I say up-tick? Either way, the clock is running. Better catch it before it blows by you – to your competition.

For a few more economy insights go to www.gitomer.com and enter ECONOMY in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and eight other business books on sales, customer loyalty, and personal development. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales, customer loyalty, and personal development at www.trainone.com. Jeffrey conducts more than 100 personalized, customized seminars and keynotes a year. To find out more, visit www.gitomer.com. Jeffrey can be reached at 704.333.1112 or by e-mail at salesman@gitomer.com

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Poll Recommends

We have just confirmed the schedule for all our open course from JULY - DECEMBER 2010.

There are the usual great value early booking discounts, **and only for you, our Newsletter Subscribers, who book a place before the end of June on any of our courses below, we will send you ABSOLUTELY FREE a copy of our updated CD 'Relax, Realign & Rejuvenate'** which will be released in July (value €20). [CLICK HERE](#) to get full details on all our courses.

:: **[Vocal Fitness For Life](#)**

Dublin: 10th & 11th July 2010

Ensure you have a healthy, vibrant and versatile voice - for ever!

Early Booking Discount - Save €100 when you reserve your place before 10th June

:: **[Executive Voice](#)**

Dublin: 30th September, 1st October & 4th November 2010

Three days that will transform your Leadership skills

There is a very generous early booking discount of €250 in place for this course.

:: **[Secrets of Confident & Successful Speakers](#)**

Belfast: 7th October 2010

Learn how the professionals communicate with impact

Early Booking Discount - Save €100 when you book before 10th August

:: **[Secrets of Confident & Successful Speakers](#)**

Cork: 28th October 2010

Learn how the professionals communicate with impact

Early Booking Discount - Save €100 when you book before 10th September

:: **[Vocal Fitness For Life](#)**

Cork: 30th & 31st October 2010

Ensure you have a healthy, vibrant and versatile voice - for ever!

Early Booking Discount - Save €100 when you book before 12th September

:: **[The Charisma Bootcamp](#) (in association with Owen Fitzpatrick International)**

Dublin: 9th - 12th December 2010

The Art of Confidence, Charisma & Performance

We will let you have details of this very exciting event soon!

FOR MORE INFORMATION ON ALL COURSES, [CLICK HERE](#)

ALL COURSE PARTICIPANTS MUST BE OVER 18 YEARS OF AGE.

Demand for Poll's open courses is always high, and courses are often sold out weeks and months beforehand. Please book your place early to avoid disappointments.

Read what others have said about their training time with Poll:

"This was one of the best courses I have ever attended. Brilliant is only the start of it. It had so much, so hands on, completely practical and techniques ready for use on the spot. It is rare to have the opportunity to work with a true master and teacher of his craft. My only regret is that I did not meet Poll earlier on in my career."

John Lally,
Teacher, Dublin

"Many thanks for a superb course, it was a thoroughly enjoyable day and I learnt so much. I have seldom met anyone who is able to impart knowledge and skills in the way that Poll did. I went from being uncertain about public speaking to now loving to learn and do more. This in itself is the highest compliment I can pay you."

John Roche,
Group MD, Eurotek, Dublin, Ireland.

"I found Poll's course inspiring, motivating, challenging and just what I needed to move my career forward. As an exceptional communications expert, Poll offers one of the very best professional development courses I have ever undertaken - both at home and abroad. Not only is the course thorough, well planned and demanding, it is also excellent value for money."

Rosaleen Molloy,
Broadcaster, Cultural Arts Specialist

"Thank you so much for the two day training course. When working with clients on communication skills I'm now applying your techniques on breathing, eye contact, body language, preparation and structure, and it really opens up the creative thinking process. It is now so easy to prepare - so completely natural without any awkwardness - and the benefits can be seen instantly."

Aoife Farrell,
Coaching For Performance, Coolford Ltd

"Poll, for a rather long time afterwards the talk was about your session and how enjoyable and enlightening it was. Our organisation is in the middle of huge change and is trying to keep up with increasing public demands. Your insights were right on message and it was hugely important for all of us. The techniques are already paying dividends, both in dealing more effectively with our public and in building better communications within our dispersed office. I really thank you again for putting in so much work in preparing for the day."

Melanie Pine,
Director, Equality Tribunal

"Not just Ireland's top voice coach, Poll has a remarkable ability to show you how you can improve quickly, noticeably and permanently. His brilliant ear for sound ensures that he gets only the best from you and that mixed with his terrific insight proves very effective in helping you improve. Poll helped me dramatically improve my voice and presentation delivery and I highly recommend him as a voice and television presenter coach and trainer. "

Owen Fitzpatrick,
Psychologist, Presenter of RTE's NOT ENOUGH HOURS

"I will never, never take my voice for granted again! Without Poll I would not have realised how easy it is to use my voice in an assertive, persuasive AND friendly way. Before I always lacked the confidence to express myself, now I know I have the tools to be myself the way I have always wanted people to see and hear me"

Rachel Grant
Human Resources Director

"This was an excellent course with a good variety and mixture of theory and practice. Your expertise has provided me with many practical applications to significantly improve my impact as a speaker, which is exactly what I was looking for"

Anne O'Brien
Career Guidance Specialist

IF YOU KNOW OF ANYONE ELSE WHO WOULD LIKE TO RECEIVE THESE DISCOUNTS, AND THEY ARE NOT NEWSLETTER SUBSCRIBERS, ASK THEM TO JOIN OUR NEWSLETTER COMMUNITY TODAY AND CLAIM THESE AND FUTURE OFFERS

They can sign up on any page of our Website
www.voicecoache.ie

About Poll

Poll Moussoulides is Ireland's leading Voice Coach and one of Europe's most sought after Performance and Presence Communication Specialists. His company, Voice Coach Training, creates and provides in-house training courses to individuals and organisations throughout Europe with clients from the highest levels of the Broadcast, Music, Political and Corporate sectors.

Many of us do not want to be famous Actors, Singers or TV Presenters, but all of us who have to communicate with clients, customers, colleagues, students, family and friends would love to be able to do this in an effective and natural way - in a way that we can still be ourselves but yet always get the desired response whenever we speak.

Through this free newsletter Poll wants to reach as many people as possible and share his insights from over 20 years of working with some of the world's most famous faces and dynamic business leaders. He believes that anyone can be a confident and charismatic communicator by applying specific and easy to manage skills and techniques.

For more information about Poll, please [click here](#)

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