



# TONALITY

Using your voice for maximum impact.

## COURSE DESCRIPTION

Face-to-face interaction is impossible on the phone, and you must rely on the tone of your voice. Tonality can impact the outcome of your call and the outcome of your sale.

This course teaches you how to adjust your pitch, pace, tone, melody and volume to match a selling situation.

## WHAT YOU WILL LEARN

### YOUR SECRET WEAPON

The words we use are the smallest piece of the communication pie. With the sound of our voice, we can make the audience feel and see what we feel and see, as well.

### PITCH

We all have our normal pitch. In this course, you will learn how to practice your pitch and become more self-aware of exactly what your normal pitch is, and the range you're capable of. You will sound pitch appropriate.

### PACE

Some of us talk too quickly and our prospects and clients suffer because of this. However, speaking too slowly may cause you to lose your audience even quicker. This course provides exercises and role-play scenarios to help evaluate and improve the pace you use to communicate.

### STONE

Having confidence and conviction is necessary to inspire a complacent prospect. This course teaches learners about what their tone is really communicating to their audience and why tonality is number one out of the five components that make up one's voice.

### MELODY

The strategic lift and fall of our words are required to bring the message we are communicating to life and to resonate a message with our audience. You will learn how to use melody to inspire your listener.



## VOLUME

The majority of us speak too quietly, but then there are some of us that talk too loudly. In this course we will investigate the correct volume for different situations so that you can drive the message home and receive more yes's in return.

## EMAIL TONE

Your email even has a tone. Emails play an important role in business. You will learn how the tone of email communication can impact your success. You will cover how to shape your message for maximum impact.

## WHO SHOULD TAKE THIS COURSE

This course is designed for all sales professionals looking to improve tone, pace, pitch, melody and volume. Additionally, it is for individuals wanting to learn to communicate successfully face-to-face, over the phone and even via email. Your tone of voice can make or break a sale. Individuals will learn how to communicate effectively, without body language, and proving that they are someone worth listening to.