

BERNARDO R. FACTA

COMMUNICATION  
THAT

FREE

works

KEYS TO SUCCEED  
IN LIFE AND  
PROFESSIONALLY  
THROUGH OUR  
COMMUNICATION

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SUCCESS  
DNA

PROFESSIONALBOOKS  
FORBUSINESS

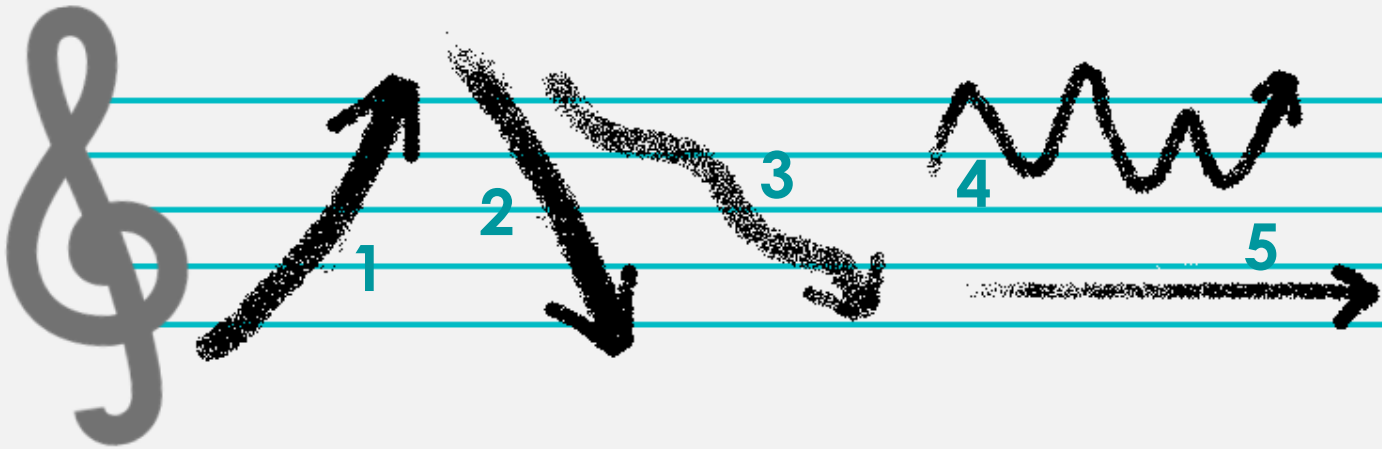
POWER  
20 TIPS

ESIC  
BUSINESS&MARKETINGSCHOOL

FROM THE 20 CHAPTERS OF THE BOOK  
'COMUNICACIÓN QUE FUNCIONA' FULLY  
TRANSLATED INTO ENGLISH & ...FOR FREE 😊

## NON-VERBAL P😊WER

## Voice-tone (&amp; Entonation)



1. **Ending UP** our message (higher tone in the end) is perceived as **POSITIVITY, AVAILABILITY, invitation to TALK**
2. **Ending roughly DOWN** (lower tone in the end) is perceived as **REJECTION/ AGGRESSIVENESS**
3. **Ending progressively DOWN** (lowering tone until the end) is perceived as **INDEFINITION, WEAKNESS, IGNORANCE...**
4. **VARIED** entonation (ups & downs) is perceived as **VITALITY, true INTEREST in the interaction, EMOTIONALITY**
5. **MONOTONOUS** emission (same tone alongside the message) is perceived as **SKEPTICISM, NO-INTEREST**

How We 'SING' our Message always **IMPACTS** their Perception strongly, thus conditioning their unconscious **INTERPRETATION** of the message's **MEANING + sense**



## RECEPTION 😊: THE KEY

### 'LINKING' Questions

And  
your name is ...

... Christina !

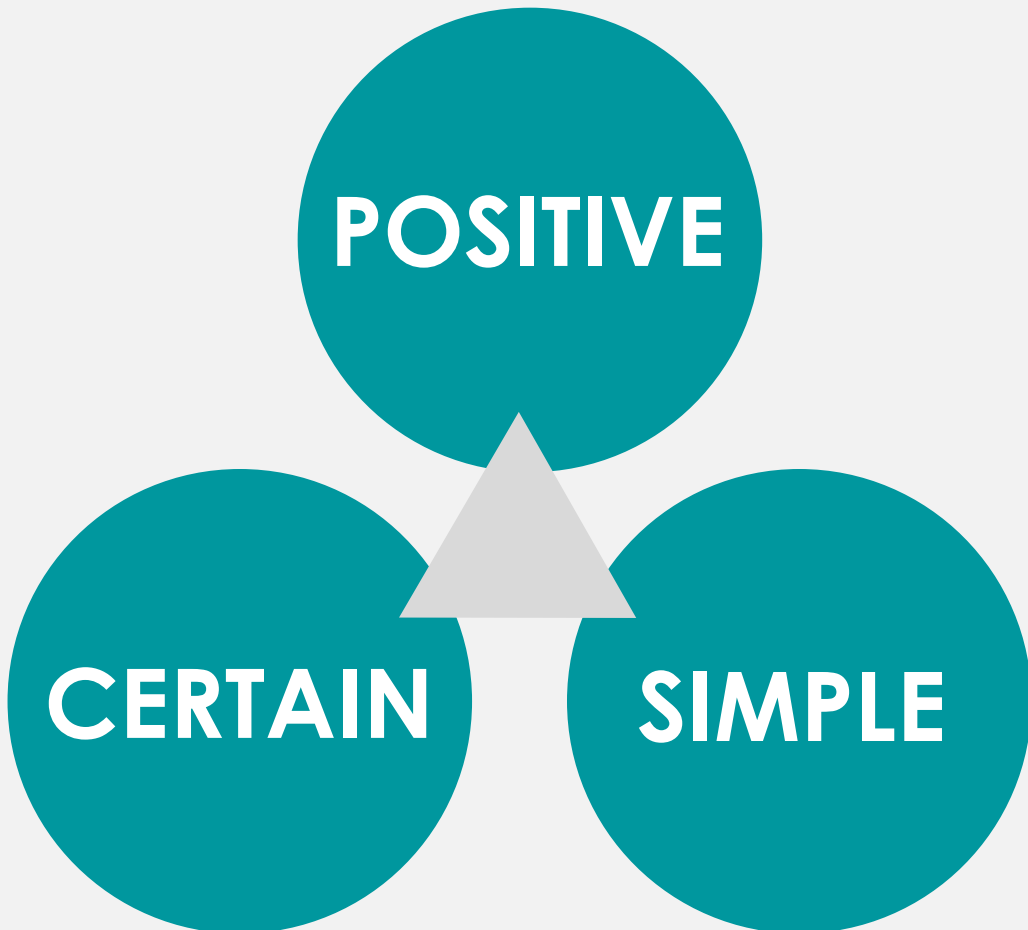
By leaving the Question formulation **INCOMPLETE**  
(even if clear and obvious in the required Info) **our**  
Interlocutor **Feels the natural NEED** of **COMPLETING**  
the idea ...precisely **WITH THE REPLY!**

The **INCOMPLETE** Question structure + the  
**UPWARD** Entonation (suggesting completion)  
propose **ASSOCIATION** instead of the typical  
'me here, you there' division



# SUCCESSFUL EMISSION 😊

## Powerful TRIANGLE !



**POSITIVITY** eases their Friendly Reception (a 'bridge')

**CERTAINTY** raises Credibility/Trust = less barriers (a 'secure')

**SIMPLICITY** adapts to Their Style/ preferences (a 'joker')

Our Message REACHES them in more  
POWERFUL and EASY-to-ACCEPT way if we  
Emit it this way (the 'HOW' is always more  
important than the 'WHAT')



## WRITTEN TRICKS

## Impact e-m@il (&amp; Social media)

1. **MOST IMPORTANT FIRST!**

Beginning **DIRECT** to the **POINT** with the **MAIN** subject clarifies comprehension, **accelerating their** further **action**.

2. **WHAT WE WANT FROM THEM**

We **MUST CLEARLY** tell them our **EXPECTATION**, so **they will find easy to decide the reply** WE NEED from them.

3. **BRIEF! (saying MORE with LESS)**

Let's leave (in the message) only the **WORDS THAT ADD MEANING**, thus **removing possible ambiguity/confusion**.

4. **CHECK from THEIR SIDE BEFORE SENDING**

Better to pretend 'we are them' to check our message before they do so: **we can optimize** accordingly!

Written Communication is the **MOST RISKY** one due to Fewer elements to confirm true sense of our messages (no sound, no image) so good to **BUILD IT CAREFULLY**





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# ANTI-CONFLICT 'SHIELD'

## 'DEFLECTION' Technique

'- Late again!?'  
...YOU are  
a shame!'

PRINCIPLE: 'AVOID  
TAKING IT TOO  
PERSONAL'



...you asked  
yesterday for HR?  
'- Oh, wait...'

'- No! I said IT!

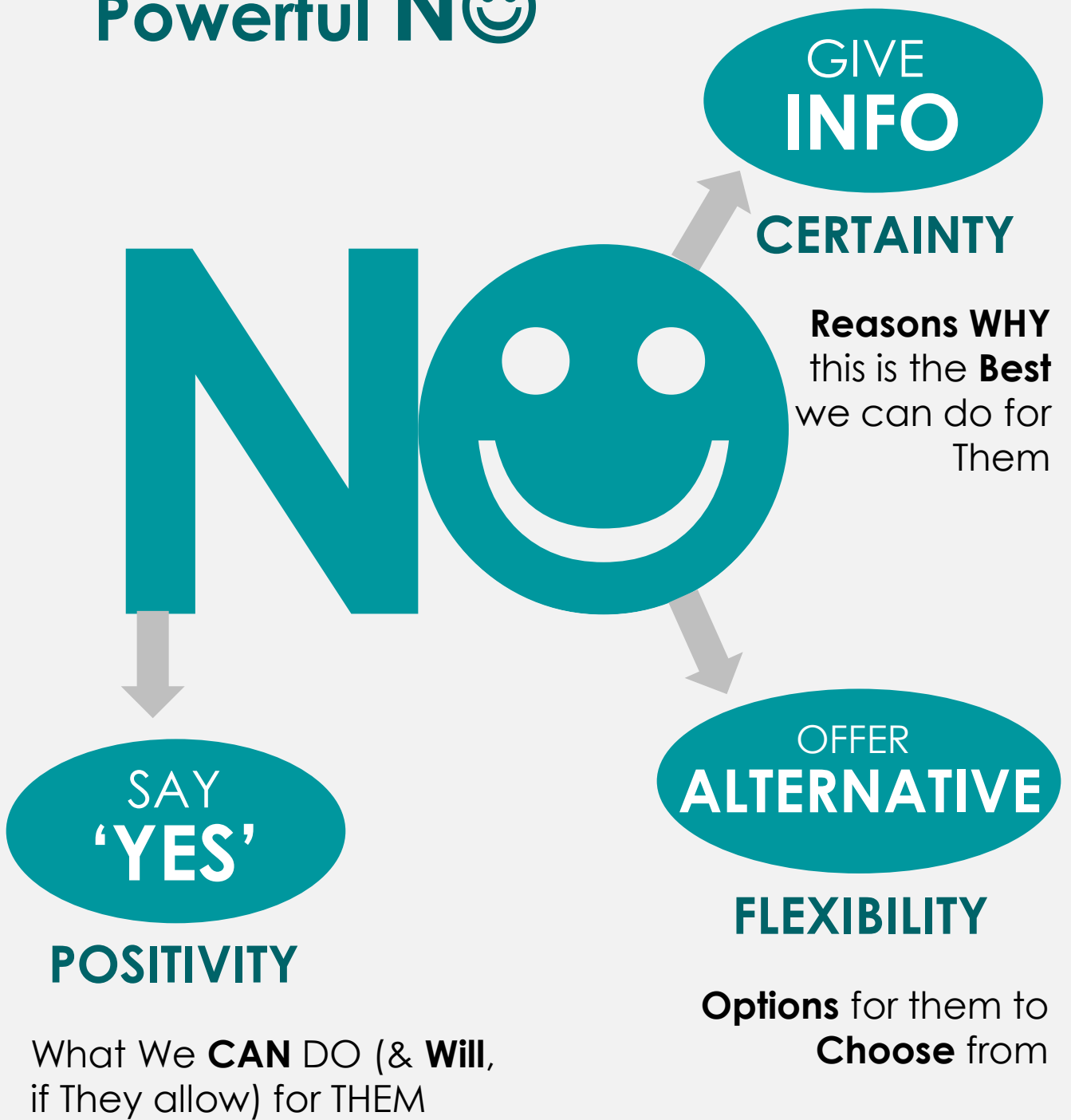
(Focus now is on Yesterday's Point instead of the Aggressive expression being addressed to Us)

We TRANSFER the Focus from Aggressiveness/  
Negativity to any OTHER POINT (better if  
reinforced with a Question) that will GET their  
ATTENTION instead



# EFFECTIVE DENIALS...

## Powerful NO 😊



A Convincing 'NO' well Justified (INFO), still Active (POSITIVITY) and Kind (ALTERNATIVE) that will be always ACCEPTED from its Solidity ...If they refuse, the 'NO' is theirs!





# CORRECTIVE FEEDBACK

## The ROSEMBERG Trick



### 1. FACT DESCRIPTION

'- When you decide alone without my opinion...

### 2. OWN FEELING/EMOTION

...I feel unjustly displaced...

### 3. WISHED SUGGESTION

...and would rather prefer to be asked before a decision...

### 4. FRIENDLY BEG

...Can you do this from now on, please?'

We express in 'ME' (responsible) instead of 'YOU' (blaming) way, telling in addition WHAT we WANT/NEED in clear + KIND way (they learn & feel invited to Change)



# NEUROLINGUISTIC POWER

## NLP 'PACING & LEADING'

COACHING



Deep  
Persuasion

1. **DEFINE UNCONSCIOUS SUGGESTIONS (L)**  
...TO ACTIVATE THEIR REPLY/BEHAVIOR IN ACCORDANCE.
2. **CHOOSE EVIDENCES (P) AS TRUSTFUL FRAME**  
...TO EASY THEIR ACCEPTANCE OF THE 'WHOLE PACK'
3. **MIX SUGGESTIONS (L) INBETWEEN TRUTHS (P)**  
...IN INCREASING WAY, FOLLOWING THE 'PPPL' FORMULA...

Emitted with **CERTAINTY**, this process makes Them **ACCEPT** the disimulated **SUGGESTIONS** by the beneficial effect of the **TRUTHS** around, leading them to **ACT/DO** in consequence...



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# KNOWLEDGE DEVELOPMENT

## CREATING FROM SCRATCH

TRAINING



### 1. EPISTEMOLOGY (KNOWLEDGE)

We GATHER the necessary KNOWLEDGE from Best Sources.

### 2. SOCIOLOGY (GOALS)

We clearly ACKNOWLEDGE the ATTENDEES' NEEDS + What will be Expected from Them after our session/program.

### 3. PSYCHOLOGY (STRUCTURE)

We DESIGN the Experience by Granting their Best ASSIMILATION + PROFIT (Rhythm, Time Mngmt, integration Theory/Practice, etc.).

### 4. DIDACTICS (OPTIMIZATION)

We CONSULTATE previous Similar Experiences to IMPROVE in advance ours in accordance.

By this process we grant PROPER Content, ADAPTION to their Needs/Objectives, SOLID Growth path during the Experience with Higher Profit + Application inertia.



# COACHING CYCLE

## THE 'COACH DNA'

COACH



COACHING



COACHEE

### 1. SERVICE ATTITUDE:

even Before Knowing Them we remember: this is a SERVICE.

### 2. CONNECTION ABILITIES:

the more/better we CONNECT, the more They'll Collaborate.

### 3. 'SCANNING' DEPTH:

to Discover Their TRUE POTENTIAL & Fix according Goals.

### 4. PERMANENT MOTIVATION:

helping Them Find SENSE & BENEFITS from the Beginning.

### 5. EVOLVING COMPANY:

solid SUPPORT for Them to GROW enthusiastically.

By counting on these Key sides as COACHES  
we'll better Accompany our COACHEES'  
path towards ACCOMPLISHMENT & SUCCESS  
from their HIGHEST Responsibility...



# MODERN SALES SECRET

## HAPPINESS-BASED!

SALES



### 'OLD' WAY:

'- Just look, this CROWN is fully crafted on the Best GOLD and Shines like a Star ...marvelous, isn't it?'

### MODERN SUCCESSFUL WAY:

'- Wow, the Crown seems made for YOU! With it, YOU'LL SHINE like the true Sun You Are! 😊'

Our Product or Service are just Vehicles to their HAPPINESS, what is the MOST IMPORTANT side in Sales, so the Focus (persuasion, objection handling, etc.) should be There.

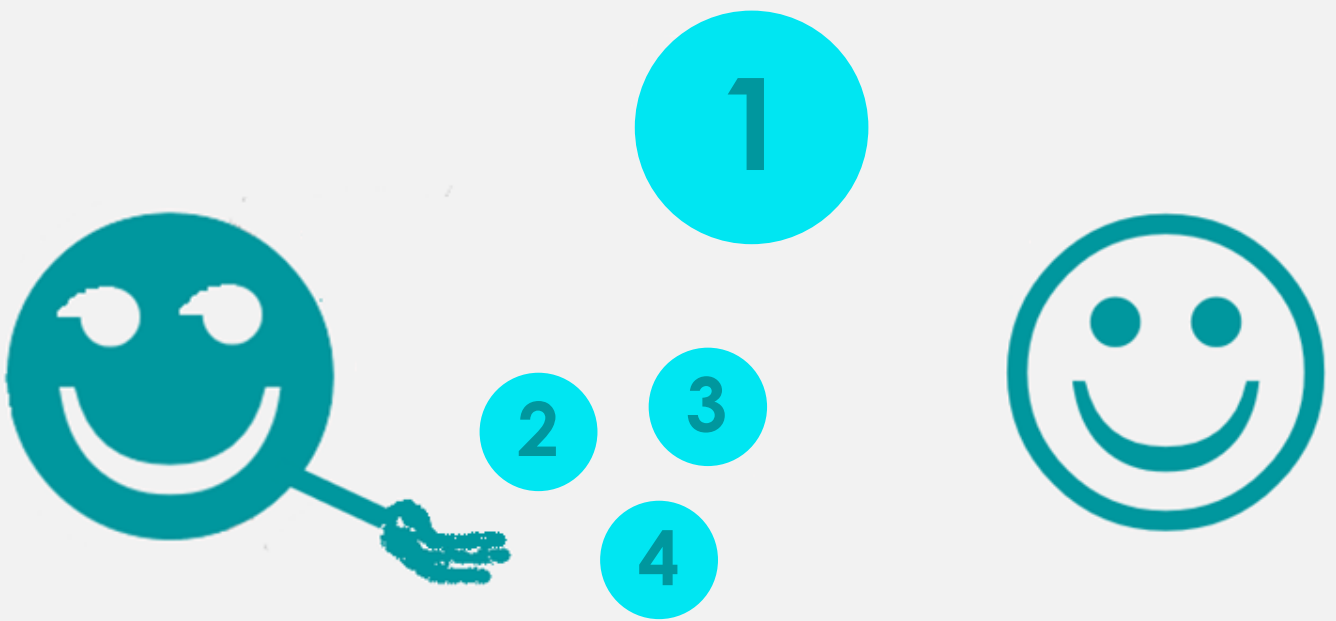




# FLEXIBLE NEGOTIATION

## ADD ELEMENTS!

BUSINESS



### WIN-LOSE OR LOSE-WIN:

- '- Boss, I want a better salary please, I deserve it'.
- '- Sorry, no additional money in our Budget now'.

### WIN-WIN:

- '- Boss, I want a better salary please, I deserve it'.
- '- Cool, I need you to come some extra-time on weekends for the new Project ...let's talk!'.

Adding Elements will make Win-Win + possible, as only one element brings towards a winner + a loser. By strategic PRIORIZATION each party chooses from more elements.



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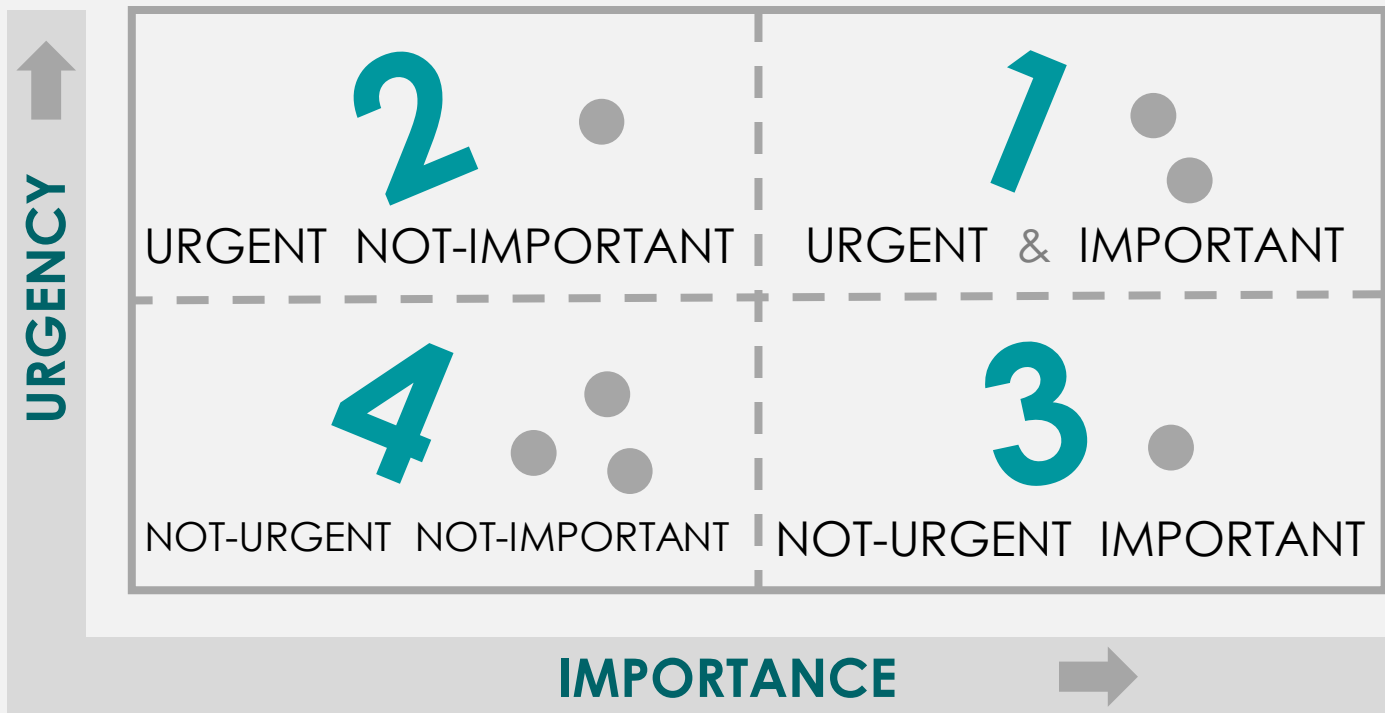
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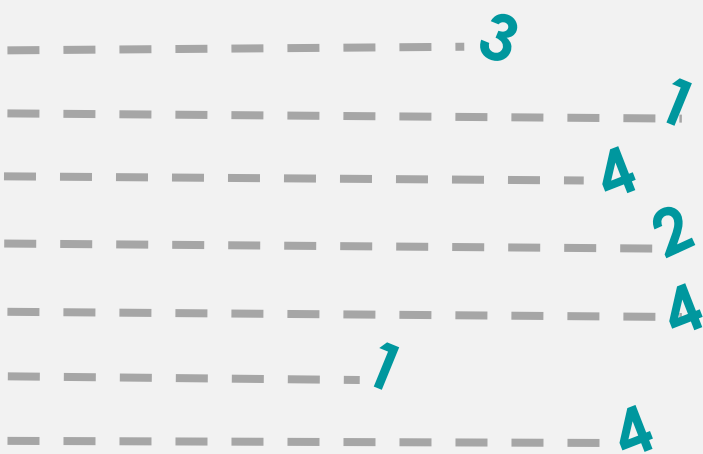


# TIME-MANAGEMENT

## The STRATEGIC TO-DO LIST



### TO-DO LIST



**PRIORITIZATION**  
BEFORE PLACING  
INTO SCHEME

**PRIORITIZING by URGENCY & IMPORTANCE**  
will help Create a Strategic CHART where  
Actions are Shown in CHRONOLOGICAL  
Order of Execution (1-2-3-4)



# WINNING LEADERSHIP

## STRATEGIC FACTORS

5

BUSINESS



### 1. ATTENTION through VISION

To project a seductive Vision of the future Success we want.

### 2. MEANING through COMMUNICATION

To Explain the beneficial need of reaching this Success.

### 3. ENGAGEMENT through POSITIONING

To make every Employee Feel Part in Producing this Future.

### 4. SELF-PROJECTION + Wallenda Factor (Trust)

To BE present as Leader + to Grow people Confidence.

### 5. SUCCESS by CREATIVITY

To go by New, Innovative ways towards created Success.

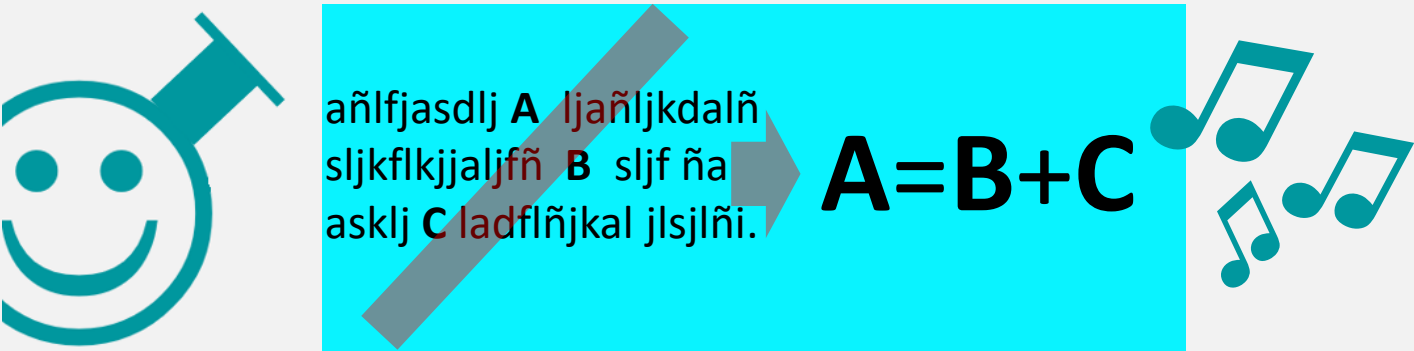
1. they LIKE    2. they UNDERSTAND    3. they  
COLLABORATE    4. they TRUST (self & us)  
5. they Feel UNIQUE Success ...

Or: 1.WHAT, 2.WHY, 3.HOW, 4.TRUST, 5.W😊W



# AUDIOVISUAL EFFECTIVENESS

## POWERFUL TIPS!



### 1. SOUND INFLUENCE

Music sets mood. Your Voice creates Interest + Attention.

### 2. VISUAL MESSAGE ON SCREEN

Reduce Text!!! Say the same by Key Words, Schemes, etc.

#### 2 (Example)

**A** If we put large text into a presentation slide, this can create confusion by overwhelming attendees perceptive channels, so is convenient to summarize and reduce...

**B** Say MORE with LESS (less text = more clarity)

### 3. DYNAMIC VISUAL PERCEPTION

Animation allows Sequence: progressive Assimilation.

To create IMPACT in our Presentations we should consider their SENSES and PERCEPTION in order to propose INTENSITY and EASINESS for proper Assimilation + Retention.



## PUBLIC · SPEAKING

### SEDUCING AUDIENCES



**1. PRACTICE + PRACTICE + PRACTICE!!!**

To better Know, gain Confidence, advance Difficulties...

**2. EMOTIONAL CONNECTION TO THE PUBLIC**

Observe + Analyze them, then Adapt. Warmth, Humor, etc.

**3. AUTHENTICITY (BEING OURSELVES)**

To go forward Our unique Way: originality, credibility.

Once we've worked Ourselves (by huge previous PRACTICE) we can put the Focus where it has to be: on THEM! Let's remember this is a Service, let's offer them Growth.





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# PHONE COMMUNICATION

## SOUNDING SUCCESS



### 1. CONNECTION/ 1st IMPRESSION

To 'bond' with Them by Combination of Comm. Styles.

### 2. QUESTIONS to Define Situation

Their Replies give Certainty about What to Do for Them.

### 3. ADAPTED (Strategic) ACTION

Shortest Time for Best Possible Solution to Them.

Permanent VERIFICATION of MUTUAL UNDERSTANDING:

Lack of Visual makes crucial to CHECK each Step.

**1. They ACCEPT US    2. We KNOW THEM/their  
NEED    3. We SOLVE/Do Our BEST    Always  
being SURE THEY UNDERSTAND what WE'RE  
DOING/SUGGESTING to their Benefit.**



# CONVERSATIONAL HYPNOSIS

## UNCONSCIOUS POWER

ADVANCED  
COMMUNICATION



### 1. FASCINATION

To **Concentrate their Conscious Attention** on Something punctual, in order to **Free-up their Unconscious Perception**.

### 2. SUGGESTION

To **Insert Subliminal Suggestion by Slightly Varying Emission** (e.g. bit quicker + bit higher voice-tone) only during the Suggestion-message itself.

**NOTE:** **SLIGHT** Variation will grant them **Accepting** (unconsciously) our covert Suggestion.

**Example:** '- This is a new product and (1.) *what all your colleagues buying it now are saying is* (2.) it really covers their needs (1.)'  
**Covert Message:** 'They all are buying it 😊'



## CREATIVE FLOW (1)

### UNLOCKING SELF-MAGICS



#### 1. IDENTIFY NEED

Define clearly What to Solve through your Creativity.

#### 2. SET YOURSELF UP for CREATIVITY

Trust: remember past Achievements & how Good you are.

#### 3. FREE YOUR MIND UP & ...SHOOT!

Riddle IDEAS (including mad ones) until exhaustion 😊  
Avoid self-censorship/ defer judgement.

#### 4. SELECT RATIONALLY THE BEST SOLUTION(s)

Prioritize previous Ideas by analytical criteria, then Choose the Best one(s).

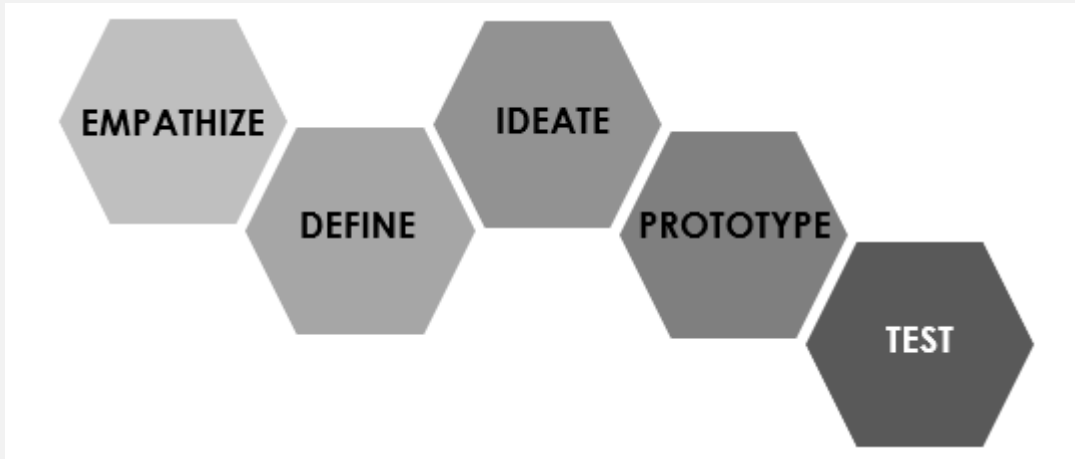
1. Define Goal      2. Remove inner Barriers  
(You Can)/ Everybody has Creative potential  
inside      3. Let the Flow (Ideas) come out!  
4. Decide with Practical sense/ Apply!



# CREATIVE SOLUTIONS

## DESIGN THINKING

ADVANCED  
STRATEGIES



STANFORD  
MODEL

### 1. EMPATHY: NEAREST APPROACH TO PROBLEM

Close Contact, Deep Research, eventual Interviews, etc.

### 2. DEFINITION of NEED(s) to SOLVE

Clearly Described one/ Prioritized-Listed group.

### 3. IDEATION: FREE GENERATION OF CREATIVE ALTERNATIVES

Already 'filtered' by Realistic Application Potential.

### 4. PROTOTYPE: DESIGN of REPLICABLE, STRUCTURED SOLUTION

Solid pattern of Action(s) in order to Solve the initial Need(s).

### 5. TEST: GLOBAL or REDUCED REAL-LIFE TRIAL TO

a) Confirm it Works; b) Back to 3. (IDEATION) if failing.

1. Closest Approach (Discovery)

2. Analytical Detection      3. Creative/Logical

Generation      4. Systematization of Solution

5. Practical Application (eventual re-process)





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FOR FURTHER INFO / SUPPORT ON ANY OF THEIR AREAS / TOPICS JUST **CONTACT US**.  
ALWAYS A PLEASURE!

**B (Sr)**

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**TIPS**

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