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Turn the Other Cheek *It's all about selling*

Effective sales is effective communication. Effective communication is an on going process of interaction. There are lessons in every aspect of an interaction. Lessons that are as current today as they were 2000 years ago.

One of the lessons with regards to communication is how to handle an aggressive action from someone with whom you are communicating. One suggested response is, "If someone strikes you, offer the other cheek". Although, such a response may seem counter to achieving your goals, you may be surprised at the powerful impact non-protective communication will have in your life.

As you develop your communication abilities, you will begin to understand the intentions of communication. The majority of the time, people operate with intentions that are open and straightforward. However, at times intentions are misrepresented.

As you develop your communication skills, you will have an ability to respond by defending yourself, neutralizing their intentions, or overpowering their intentions. These three actions drag you into "game playing" communication.



The problem with reacting in a "defensive" manner is you begin to attract people that enjoy operating in that mode. You are then faced with the choice to continue operating in that mode or adopt a non-protective communication style.

If you choose to adopt a non-protective communication style, you will begin to attract people who operate openly at all levels. Surrounded by such people you will be able to be freely interactive and thus develop even greater perceptions.

Sure, you may lose a few points or some money on a deal because someone took advantage of your openness, but the majority of your dealings will be very productive and enjoyable.

"Turning the other cheek" is not a lesson meant for the weak or the ignorant, it is meant for those who have a choice of actions. By taking an open non-protective position, you are not just doing others a favor; you are doing yourself a favor. Monetarily, you will be giving pennies and attracting wealth beyond imagination.

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