

## SCHATZIE BRUNNER,

Keynote Speaker, Columnist, and Coach expertly combines a wealth of warmth, humor, tools, and tips to help anyone *Say It So They Listen*. For nearly a decade she honed and tested her skills at CNN in Atlanta where she produced programming, booked and interviewed celebrities, wrote and anchored daily news. Schatzie brings her in-demand, do-or-die communication success system to the front lines of today's businesses. Among the global clients she has server are:

- Siemens
- Deloitte
- Ernst & Young
- Fireman's Fund Insurance
- CHUBB Insurance
- Dollar General Corporation
- Southern Company
- GE
- Georgia Power



## “What’s in it for me?”

That’s the first thing anybody thinks the instant you start talking. Not “What do you have to say” but, “What can it do for me?” You need to be ready with the answer. And because you’re competing with everyone else for “think time,” you usually get just one shot. If you blow it? Opportunities vanish, networking grinds to a halt, and productivity crumbles. Your message *must* meet the needs of whomever you’re talking to. Whether you’re trying to get your point across in a meeting, over the phone, in an email—to clients or colleagues—you need to **Say It So They Listen**.

It’s not what you say, it’s how you say it.

These 5 smart steps show you how to:

- Get your point across immediately *and* effectively—no matter who you’re talking to
- Target exactly who your listeners are and what they want to hear
- Ask yourself *the* critical questions that will make or break your message every time
- Create a no-fault approach before walking into any meeting or sending any email
- Use a proven fill-in-the-blanks strategy to lead your listener to the solution *you* offer
- Identify and avoid information overload, the leading cause of self-sabotage
- Know when to use visuals, which ones, and why
- Anticipate objections and control Q&A sessions, in a group or one-on-one
- Master a powerful personal presence to get key decision makers on your side

“The responses to my presentation from Executive Board members included ‘polished,’ ‘very professional,’ ‘the best,’ ‘wish it was longer,’ ‘good substance.’ I am now a true believer in *your* system.”

—Kenneth C. Cornelius, President, Siemens One Energy & Automation, Inc.

“I’ve been in public affairs for 25 years. Honestly, I didn’t think you could teach me much. I was wrong. I now use your formula as part of my daily routine of writing briefing notes and strategies. It helps define the situation and simplifies things quickly.”

—Cindy Clegg, past Director of Public Affairs, Canadian National (railroad)

“With Schatzie on your team you will work hard, have fun and (probably) surprise yourself at how good you can be...”

—Cal Turner Jr., Former Chairman and CEO, Dollar General Corporation

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5 smart steps  
for getting  
through to anyone  
— from power e-mail  
to high-profit  
presentations

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