

# TELEPHONE SKILLS CHEAT SHEET

**Chris Mullins, The Phone Sales Doctor™**

## **The Art of Translation**

*All communication hinges on the listener or reader being able to understand the speaker or writer. If you don't speak the same language, literally or figuratively, listening to a CD, attending a class or reading a book will be a waste of your time. So ...*

### **Make the Most of My Advice**

Allow me to explain what I call the art of translation. The idea is for you to be in the habit, to establish the behavior, of asking yourself every time you enter an educational moment, read a book, attend a mastermind class, listen to a CD, opt-in at [www.GreatBottomLine.com](http://www.GreatBottomLine.com) to get Chris Mullins' famous, free Monday morning email stimulators or even observe others: How can I take what I've just read, heard or observed and apply it to my own situation? I guarantee that you can if you're adept at translation.

Here is what I suggest. Always have a pad of paper and a pen ready to go. (Yes, this can also be done on your tablet or laptop, especially if you use a stylus.) Draw a line down the middle of the page. You can use the first column for taking general notes, the kind that help you focus your attention while you're listening or reading. At the top of the second column, write in big letters the words SIDE NOTES. This is a strategy I teach students whenever they're in a learning moment. This way you will be ready when you're in a seminar or reading a book, attending a meeting or even listening to CDs and suddenly hear something that excites you. Those are what I call side notes. Write down those items that excite you because they are probably the actions you'll be able to execute right away.

The art of translation truly applies to everyone. Whether you are a CEO, a COO, a department manager, a sales representative or an intake specialist, keeping track of side notes and then acting on those gems of inspiration will help you to make the most of every great bit of advice you receive. Try it this month and watch your productivity increase!

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