



BLUEPRINTS
FOR TOMORROW®

Don't Text or Email Me, TALK to Me!

May 2018 Newsletter

What has happened to Business Communications 101? What happened to common courtesy and good manners? Being in business for 41 years might make me "old school," but what happened to good communication? Yes, maybe I don't embrace technology the way that I should (I still have a Rolodex), but there are times I think we have forsaken communicating the right way for communicating the quick way.

This has been the wrong week for me to look at technology as a way to communicate without a jaundiced eye. I drove 30 minutes from my home for a 7 a.m. breakfast appointment only to be stood up. After a cup of coffee, I finally called the client to see if he was still coming. His reply was, "Sorry, I sent you an email at 11 p.m. last night telling you that I couldn't make it." The reply I that would have liked to have given him (but didn't) was, "Really? You have my home phone and cell phone numbers, but instead, you sent me an email at 11 p.m. last night? Did it ever dawn on you that I may not habitually check my emails late into the night or before I walk into the office in the morning?" A quick phone call would have sufficed.

During the same week, I was continuing my work with a client that I had invested approximately 50 hours of time and \$2,000 in hard costs. Thirty days after getting the "green light" to move forward with the deal, I received

About Us

Blueprints For Tomorrow is a nationally recognized financial services company that specializes in business contingency/succession, key employee retention, and retirement planning.

We work directly with closely held businesses to create customized strategies and solutions to prepare for the unexpected. As a third-generation company with over 40 years in the industry, we have had the pleasure of serving over 3,000 business owners and their families across the country.

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a two-sentence email saying, "We have decided to go in a different direction. Thank you for your time." With all of the time vested in this client, I would have expected a more personal way to communicate their decision.

Electronics give us the ability to avoid confrontational situations while at the same time we forget how important it is for people to hear our voices.

It goes both ways. Salespeople are now resorting to text-based electronic

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communication instead of just talking to prospects and clients. I recently spent the day helping one of my sons buy a new car. I could not have been more transparent during the buying process when I politely asked all of the salespeople to follow up with a phone call. Six of the seven salespeople we spoke to chose to follow up via text message rather than a phone call after we left the showroom.

People need to hear our voices and the inflection that our voices carry. They need to hear our sympathy, our empathy, our concern, and our sincerity. People do not always want to try and figure out what we are thinking in 140 characters or less, or even worse, in the meaning of an emoji.

Human communication evolved around a fire, and not much has changed in the way that we yearn to connect with each other. Utilize your technology (i.e., cellphone) and pick it up to make a call, not to send a text or an email. Let your message be heard.

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