

# Leading Effective Engaging Conference Calls



Byron Van Arsdale

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### Byron Van Arsdale, MCC

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What could you and your organization accomplish if you had a consistent approach to communicating internally and externally? There is a fundamental change in the way business people communicate today that impacts the productivity, relationships, teamwork, retention, and profitability of an organization. While technology has boosted the speed and global reach of our communication, our confidence and effectiveness in being able to communicate via face-to-face interactions, text, email, conference call, teleclass, webinar, and video-conferencing has not kept pace.

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## Byron Van Arsdale Realizing The Potential of Conference Calling



<http://www.byoaudio.com/play/WhbF0PwK>



<http://perfectlove.byoaudio.com/files/media/682037c8-e3f7-ec31-b352-0bc233974c18.mp3>

### Transcript

Jan: All right well again I just want to say this is an honor to invite and have Byron who's known all over the world for his teleseminar in how to be more effective in leading a meeting over the telephone. And I'm going to let Alan share a little bit about how he's work with Byron directly and like I said he's been one of Byron's world's greatest cheer leaders whether he knew it or not.

Alan: it's true, it's true. You know Byron I was reading one of your quotes in your website where it says, "**Leading effective engaging conference calls comes down to one issue. Can you develop a strong sense of connection during the**

**call between you and the participants?"** And I really get it that 6 years ago when I took your training, your Professional Leader's training. That's what I got.

I absolutely learned how to just get out of the way and allow one of your principles that's allow the wisdom of the group to show up and to really honor that myself and in everyone that was on the call.

And I truly feel that as a result of the training that I did with you 6 years ago it totally set me free to give my truest gift and live my purpose over the phone and not just over the phone, I can now do it in person, one-on-one, in a group, if I'm up in front of a group of people. The principles and the access to that connection that you trained me in 6 years ago has just totally allowed me to really unfold and live my purpose in a very powerful way over the last 6 years.

So I just really want to thank you for that and with that I just want to introduce you to everyone here on the call and say that my experience that just being in Byron's presence here on the phone and listening what he has to say. You can take as many notes as you want but you will get something of value just by being in this man's presence.

Jan: So thank you. Byron the floor is all yours. Take it away please.

Byron: I'll say to Alan first thank you for the amazing acknowledgement. You know of course I'm sitting here going, "Woo how do I get passt that now?" So I really appreciate it and Jan of course thank you for having me on and all the Wizards and David, look you're flying in great company. So you know your presence here is appreciated.

Thank you to all you guys for kind of telling the stories of where you've been because all I could think of as I got in, so I go, "Oh cool this could be a great group of people." These guys are really with it. So what I want to do today really is and there's different components here, so Beth when you want to start your business the way you're going to and how you're going to do it.

If you guys have a lot of threads so I want to first ask one thing, give me a favor, when you speak just **say your name first that** way I and anyone else who's recording will know who it is. And you'll hear me say my name first. And that's a good thing for you to carry on any phone conversation, now you do carry that idea of saying your name first will be really beneficial for you.

**And the second thing is I really want to make this call yours.** And let you guys ask the questions you want, take it in the direction you want. Because look, you guys, I can talk for hours and hours on end. I've never found a difficulty doing it.

The question is this whether valuable to you in the short time we have. So you guys be thinking about what you want to ask and how you want to ask it and don't even hesitate, trust your intuition.

If you think you're going off topic just as David would say thank the little troll for the comment and ask the question.

So what I want you guys to do first, is write down – I just want you to make 3 boxes and we're going to write little words inside these 3 boxes and put an arrow from one to second to the third. And I'm going to give you guys something – I'm just starting to roll out.

I'm working on my first YouTube video of this and I mean I'll pass it back to Alan let him know that it's up there but I want to give this to you guys 'cause I believe it's something that will help you frame, how you deliver your business whichever way you deliver it whether by phone, face-to-face, webinars, etc.

- In the first box I want you to write audio
- In the second box I want you to write face to face
- Then in the third box write webinars

And these 3 if we start from audio and you can think of these in 2 ways. Each of these 3 boxes is a skill set. You're going to learn these skill set at some point. The great news if you're over the age of about – only given about 38 maybe 40 now if you're over that age the great news is you probably have a pretty good set of face to face skills.

If you're under the age of 38 then your face-to-face skills are probably somewhat hefty and this is a complete generalization. So please don't take it to heart if you're the exact opposite. But generally speaking the Gen X and Gen Y from millennial suit lack the face-to-face skills. The Baby Boomers of course got these face-to-face skills 'cause we didn't have much technology except standing in front of groups.

So the audio skill set is something that has been lacking for most everyone in this country. If you were to pull and David I'm sure could validate this from Corporate America, but if you were to pull people around and ask them what

they thought of conference calls, you would probably hear most people say they don't like them.

They're not effective, they're painful, and you fill in the blanks. And there's a good reason for this and because webinars are the new way of coming in, then you're going to see a lot of messy webinars. And the reason is that most people have learned – again if you're over 40 even if you're under 40 you still have that thumb in business. You have to have some face to face skills but the problem is that we as Baby Boomers and I'm speaking definitely for me right now, Byron. I learned face-to-face skills first then I went over and learned audio skills and what I'd discovered you know now I'm in the process of playing everything I do on webinars because to some it's so fascinating with them.

And the problem is that often times the old thought is once I learned how to use the hammer everything became a nail, is all too prevalent in the face to face world. So what happens is someone got face-to-face skills and shut their brain off and said, "We're not going to learn anymore. Oh, it's over the phone, well it's just a phone call." And now they're applying the same thing, "Oh it's over the web, it's just you know we're just doing a web meeting."

So you guys if you look at this just not that there is a completely different skill sets for audio.

When Alan talked about being – that connection being present and this is inter call to everything that you're doing, **I have found over the years that I can build a stronger sense of connection with someone over the phone than I can face-to-face.**

And I know this seems kind of crazy but the fact is that when you're on the phone, you actually hear things differently and your little – there's a part of you that wants to judge or set is oftentimes very visually based and that kind of get shut off and what you really start to hear over the phone is the message.

And this is coming from a guy who was fully in the face-to-face world as a presentation trainer and everything else. I mean while I love the face-to-face world, I just have found that it's amazingly powerful being on phone calls like this.

Conference calls where you really can actually get to know people and you can see things being said like Beth talking about her intuition walk, Janet talking about her discovery and not following her intuition and having to play text support all morning and then basically the story, David your story and Juliet

talking about how the numbers save you from your reality. I mean the reality was more powerful than your brain. I have to laugh Julia I still laugh my brain is a horrible place to be at. I thought that was very cute.

And David sharing really the truth of his situation I mean that's a very powerful stuff it happens over the phone that oftentimes with how the strong sense of connection cannot happen in the face-to-face environment, it's just too harsh.

And then the webinar to get this into a whole another crazy environment so when you look at this, when you guys start looking at this what I want you to think about is **there's an audio world, there's a face-to-face world and there's the webinar world.** And if you learned your skill set in the audio and I want you, I mean Beth this goes to you for starting your new business, goes to everyone else.

**Look, you guys can operate over the phone.** You're going to figure out how you operate. I mean I have a model design around it and that's just fine. That said, there's millions of people doing just fine over the phone so you guys don't – you don't need to come to me, you don't need to hire me for this stuff. Alan can put up my blog. There's plenty of stuff you guys can get from there just note that you want to learn your auditory skill set and focus on the auditory skill set and what Alan said was also very important.

It's the same thing I discovered that my face-to-face presentation that the better I understood auditory. The better I could conduct a meeting without seeing anybody and run these classes and work over the phone, the easier it was for me to walk in front of a group of people and just say, "Oh we're are going? What are we doing?"

So again I have very comfortable skills in the face-to-face environment. That's something true for me yet the auditory is the one that gives me the real face worth. And then the webinar just to kind to wrap this up, the webinar is if you will it is the most complex, it is the hardest environment to engage people in.

It requires the most elegant of skills. It doesn't mean you can't do it, it doesn't mean because the bar is low right now that no one on this call and I mean, no one on this call could not pull off a good webinar. I mean it is completely – just think about and I hope this – and Ivan I think from Columbia this would make sense. We think of this a wild west I mean it's really – that it's just uncharted area so where you're going and you do webinar, I mean if Beth set a webinar tomorrow she would probably freak out, go to everything else, get off the phone and actually have done a pretty good job and probably mostly because **Beth would lead with her intuition and her heart and not her agenda.**

But guys the skill set is there, just think about building your skill set and start from audio then go to face-to-face. Watch them approve and then those skill set together will build on a webinar. All right some questions from you guys and what do you want to talk about? Where do you want to go? How can I help?

Shirley: This is Shirley and I think I'd love to hear some more about building that connection by audio. That seems to be – if I've heard you so far the foundation of it all?

Byron: Absolutely.

Shirley: And so for me it would be helpful just to start at what seems to be the beginning.

Byron: Shirley, Byron here, I'll be happy to do that. Okay so we'll do it a couple of different way. Number 1, noticed what just happened. Shirley said her name and asked her question. Then I said my name, so **one of the ways we start building connections we actually know who is speaking when we speak**. Now I've come on this call, I could probably pick up Ivan, I could tell Jan's voice, I could of course tell Alan's voice, I think I've got a peg on Jeff's voice but you know DJ might get on and I might mess up, might mess up DJ for Liza or Carmen or Jill or Sherry. I might not be able to get those.

So part of this Shirley when we're doing this is that if you're going to do work over the phone, you make sure people say their name. Say their name before they speak because it allows someone to quickly grab what happened.

Now connection often times the big challenge for people in whether they're in business meeting conference calls, whether they're in webinars or anything else is they get so wrap up in their agenda that they completely ignore the humans who they're talking to.

And of course what you guys have studied is all about being them. **It's not about agenda-ness**. It's not about organizational-ness although they use the numbers and everything else is actually critical to get there but it's when you were in the process of working with your customers, it's how you do you be with them.

And the way you be with them, is actually kind of to talk and communicate. A couple things we heard about earlier with the growing relationship you guys are having with your numbers. Well that growing relationship, you know that term relationship is crucial is everything we do Shirley.

I mean when you're talking to somebody over the phone, one of the ways to do that again is to say your name the other way to do it is make sure you don't do this. Now you guys have heard me talked on regular phone. So as soon I shift over to speaker phone, what just happened? What do you guys now notice? I want to hear from you guys. What do you notice then as soon as I did that?

You are distant.

Yeah name first.

Jill: Seems farther away. This is Jill.

Byron: Thanks Beth, thanks Jill farther away, distant. What else?

Sherry: This is Sherry it's kind of echoey and impersonal.

Byron: Yeah act away, yeah echoey. Yeah. You like that? Echoey. Okay great. What else? What do you notice?

Shirley: You sound like you're in a cave.

Byron: I'm in a cave right. What else?

Byron: Wait I miss that. Who was that?

Carmen: This is Carmen your lost rapport with the group.

Byron: Yeah Carmen great. Lost rapport with the group, all of these are completely correct.

Janet: You sounded like the Wizard of Oz, the talking head.

Byron: I did make it. I am the Wizard of Oz.

Byron: Yes, yes don't look behind the curtain. That is a beautiful metaphor Janet. You guys if you think about the Wizard of Oz as pulling all these things and smoke and all the stuff and he's standing behind the curtain masking who he or we could say she really is. And so what you have here is you don't want to be the Wizard of Oz.



You know Shirley if we're going to go build a connection, it's about being real. It's about saying you know what your truth is. It's also about being appropriate.

It would depend – let appropriate be defined by the situation. As an example David I'm going to use for a second, if David we're in a job interview and he being completely open about you know in touch with the negative troll and everything else like that. That might not be appropriate. That might not be the play for him not having yet the relationship with his employer.

He could say it later when expressing gratitude say, "Mr. or Ms. Boss, thank you for hiring me. I just want you to know I was having a great experience, getting touch with my inner troll and laugh about it and share. And then say thank you and I appreciate the work here and I'm grateful for this." That might be more appropriate time.

So this whole idea of going on speaker phone, there's one other component I want you guys to realize. If you assume that I'm sitting at my desk which I am and assume that my speaker phone and phone is on the table, what is the angle upon which that you might – if this works for you, you might want to think about Marjorie having to go south to get to Canada, **what is the angle that I'm speaking at the phone now? Up, down or even?**

DJ: Down, this is DJ down.

Byron: Yeah thanks DJ. Yeah you're exactly right.

DJ: You're looking down on us.

Byron: Yeah. Exactly, I get echoey, I'm in a cave, I sound like I've lost rapport, I'm like the Wizard of Oz, there's distance and not only on top of all that I'm speaking down.

So one of the things I want you to tattoo on the inside of your brain that whenever you operate from the phone, wherever it is, regardless of whether it's a webinar, whether it's a meeting, whether it's a face-to-face, whether you're talking to a client I mean I have no problem with my clients talking on speaker phone to me. That is their right.

**But when I'm on the phone, I do not get on speaker phone.**

And if I need to be on the phone like Jan and Alan do, I make sure that and my wife is my business partner and we're quite often on the phone wherein we conference in, we're on our own headset and we're there.

Now Shirley this may seem subtle, one thing that I'd like you guys to do is that if you're going to be doing a lot of phone work, I want you to invest in a headset. There's 2 types of headset. There's I call them a one year headset or a two-year headset.

They call it Monaural or Binaural. And the Binaural headset basically it means I have a speaker on my left ear and my right ear and this allows to hear things. In fact I'll give you a little example. I had made an agreement with one of my coaching clients and she had decided she no longer wanted to drink coke right? That's one of the things she wanted to get off on the New Year. Well we're on a coaching call and I can actually hear the carbonation coming off the glass. She got the glass too close to the headset.

So in a very quiet moment I said, "Are you drinking a coke?" and you would have thought that you know Janet you'd love this. When you have thought – she said, "God you are the Wizard of Oz! How did you that? How did you..?" All seeing eye there's just a dead silence so a good headset will go a long way to helping you stay connected. Now look, I've heard people get –

I've had the same Plantronic headset, as a matter of fact I'm on my second cycle of one. I've had the same one since 1996. I say we're at the first one upgraded, we got another one. I know people who bought a radio shack for \$12 that had been absolutely been amazing qualities. So it doesn't matter what you get just make sure you got a headset.

It also frees your hand and again some people, my wife can't stand the binaural headset, so you guys try it. I do not worry about hat hair, I have a full head of hair but I still don't worry about the thing going over it so mostly for the ladies if that's a concern, you guys can check into it. But you know figure out what you like and then get it and that will make your work over the phone eminently comfortable.

Shirley helpful about understanding connection, there can be a little few more pieces to it.

Shirley: Yes and I'm going to go off the speaker phone to answer.

Byron: Yehey!

Shirley: Having a headset, so it's easy to listen on the speaker phone but I'm really taking to heart of what you're saying about that. Thank you.

Byron: Great. Byron here, Shirley this is an example. This is – when I said there was audio skill set, this is one of the components that I've found on the audio skill set is that people will out of convenience do path A because they just think that's okay and it's convenient.

So you guys have seen the people on Walkie Talkies and all that distant stuff, very difficult for me. Very difficult to get a sense of connection when someone's on speaker phone, much easier when I can actually hear them.

Now there's a more technical reason for this and I don't know any other way to call it except for it to say, to put it this way, I think you guys will actually get it is an essence you have when we're on speaker phone imagine two people facing each other.

You're easily more than an arms distance away, so this is what's done professional space. It's very comfortable. Generally people unless someone has very huge space bubble issues and there's some people who have 6, 7, 8 foot space bubbles. You know mine I think sometimes is 6 inches but everybody has different bubbles. In that environment we could talk to each other fairly easy but the words that come out of my mouth, they go through space of air and they land on the person and it lands in a number of areas.

But when we're on the phone and again this was a reason why shifted over to this, you guys hear the difference? It's very easy to tell the difference as soon as I shift back and forth?

Over the phone, when any of you is speaking, **your words go from your mouth directly, assuming everybody is on a handset, goes from your mouth to my ears and then directly to my heart.** That's the pathway.

But if I'm speaking across space, there's a lot of places where the words, if you will kind of fall shorter or die out. **But over the phone, your words are spoken as if you are right next to me in my ear.** Now don't tell people this, the reason you're a wizard because you do things that people don't always understand.

**It is not necessary for you to explain everything you do much like a magician. People just want you to be great wizards but you don't have to explain it.** The explaining part is for you in growing your skills.

**It's the experience part that your clients want to get from you.**

So when I say, up when I said about this is why I believe communication over the phone is actually more intimate, it's more connection and easier to connect than it is face-to-face is because when we speak on headsets. We speak right into each other ears and it' a direct path of the heart which is why when you were on the phone, mistakes either in groups or otherwise, mistakes have huge consequences.

Because if someone were – if they were static on the line it would impact us very quickly. If someone were to go into a ranch, let's say for example, just some reason. You know Janet says, "Oh my Gosh! I'm going to rip Marty a new one." And goes on to hound on Marty and let's say it's my call that's running I have to immediately clean it up because it just hit us all in the heart immediately. It's that fast.

So when you do individual or group work over the phone, this is why your word has huge power over the phone and why connection is so important. And if you tell most people this, they'll freak out. Definitely don't tell your kids, because all of a sudden they don't want to do nothing but text you in the future to protect themselves.

But being in professional space in face-to-face environment versus being in intimate space, and only if there are people that are really close to you, you will allow in that intimate space, Shirley this is why connection over the phone – **and I believe communication is so fast is because you can say very little, assuming it's said from your heart and mean so much.**

And you guys when you work over the phone you just have to protect people. **You don't have to explain to them what you're doing.** You just have to protect them. And what that looks like is if again I use that, I said, Janet may go to town on Marty. I would have to stop it, pause it, clean it up and then before we move on. And then make sure I get a couple agreement thing, "Hey look, you know let's have respect them and call and look if you got a problem work on the issue, don't attack the person. It could be something as simple as that. Shirley, helpful?"

Shirley: Yes, I've been sorry, and I'm mute also. But yes very helpful and it explains to me actually feedbacks that I've got gotten from people about being on the phone with them. And I never really understood the intimacy part. I think I had like a self sense of it, without having the facts of it. So that's really very useful. Thank so you much. And it really erase my fears or concerns that I might have about doing work over the phone with my clients about whether or

not I'll actually be connected with them or present. So that's very helpful also. Thank you so much.

Byron: Shirley, Byron you're welcome.

One of the key things you guys you need to realize is look with the recent terrorist attempt, travel is only getting harder. You guys have global opportunity for working with clients. I'm experimenting with Skype which is Skype video which has some funniest things because here you have talking heads and bouncing heads and you get reflections of your glasses.

I mean everything that could go wrong visually is going wrong and it's still possible to do it. So, Shirley again make sure you talk, be you over the phone and be you on the phone not on the speaker phone and you'll do quite well.

And you just gave a great example of what - you see a lot of people have a lot of skills. They just don't know why that they necessarily does it. Now I just happen to – for whatever reason it was I don't know I woke up it was a January of 1997 and I said, "This is what I need to be the best at." That was my intuition, it just happened to be tattooed on the inside of my eyelid flashing neon lights. So I finally got the message and you will learn these things.

**So Shirley I just want you to watch for what works. I want you to watch for what doesn't work and that's one of the ways you got to build your skill set.** It's the same as your face-to-face, the same as when you're on webinar.

Beth I want to get back to you. One of the questions that I believe as soon as you were talking about the signs which I love the story, I'm so glad that Jan had to do that. That's absolutely hysterical. I was wondering what would happen if you got a merge or don't jump off bridge sign but I will let that one go. The question I had for you is what is wanted and needed?

Beth: Right.

Byron: As you maybe go in your next intuition walk because one of the things that I kept hearing stories and part of the – I have a group like you guys that I meet with. And I heard two stories over the last 3 months as we were talking and both of them were about kids (i.e. the adults are on the call talking about themselves and children) who had all things like candy or pens or fruit or blackberries. The other kid in their school – and basically as we said it's taking 5 cents and turned it into 25 cents.

And they made their business very simple and very easy. So, one of the things that I would love to see you guys do is as you go into this economy which this is a crazy economy right now.

The great news is that in crazy economy there's huge opportunity. That just means you have to find it. **And if you guys are trusting your intuition that tells me you're probably going to find it faster than someone who was literally trying to find it through other types of crunching, left brain crunching approaches.**

If you ask the question what is wanted and needed, can you stick with the idea of being completely in service to the individual. There's a great chance you're going to see your business flourish.

Because when it's all said and done, look we're about, you know you guys are all about relationship. You're about community which is what you have here and what you're building with your clients. You're about communication and the rest of it gets pretty easy.

You just have to be in the process. Listen carefully track your numbers so you know where you're headed. Attract, work with your plan and the rest should be easy.

And I say that David simply because that once you – the place you are finding yourself in is a very powerful place right now.

And that's the place of being with who you are and accept it. I'm 53 it took me I think almost until I was about 49 or 50 before I actually got to that place. I have your story, I just have it a different way.

I'm pretty sure that I've heard about as many possible versions of your story and as much many possible different ways. So I'm just going to say welcome to the journey, congratulations for making this far and I believe you're going to be in for a fun ride coming up soon. And it's all based on that acceptance of being able to be with it.

Thoughts, comments guys, I think I'm getting pretty close to running over at the edge. Jan how much time do we have?

Jan: Hi Byron! This is Jan. We have just about 4 more minutes.

Byron: Okay.

Jan: And I did have a comment. I just wanted to interject which I was really appreciating what you were saying earlier about the intimacy of creating the connection over the phone and how your ears are a direct connection to the heart. And it ties in so beautifully to well – everything that since our sub-title of our book and its “BEE-ing Attraction What Love Has To Do With Business And Marketing”, those comments are really in alignment with our philosophy.

And I just wanted to point to out to everybody and that in our module number 4 training video, there is a section in there about mastering the art of your space. And it also includes setting up sacred space not only for yourself but that also includes when you're working with a group that there is a sacred space that gets established whether you're working with one person you're working the whole group.

So the phone even though you're not in person, I found the phone to be an excellent place where I can still establish sacred space and I do that right before every call. I set up in my office and I may light incense or I may light a candle or I may do both, usually both and I just make sure my office feels really good and that I'm free from distractions. And that's my way of setting up sacred space to invite whoever is coming into the phone call.

So I just wanted to tie that little piece in that there's so much possible that can be done over the phone and still have that intimate connection and feel the sacred space. I think it's a beautiful tool so I really love everything that you're sharing.

Jan: Jan, Byron thank you. All right you guys before we wrap up and we got about 2 minutes so I'd love to have you go through this quickly. What is one thing I mean one thing that you've got from today? And keep it short if you want to say it in one word, that's perfectly fine, that'll make it even faster. But what is one thing you've got from today, I want to hear from everybody.

Julia: Byron this is Julia, can you hear me?

Byron: Yeah.

Julia: I got about saying people's names actually when you're leading the group on the phone to say their names and to remember what they said. That's what I got actually probably more from you demonstration than what actually you said but that's exactly what you were demonstrating and I think it's very effective.

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Byron: Thanks Julia that was one of the things that Alan was saying about being on my presence because a lot of people have said, "Oh look, you do and it works." And fortunately Julia, I have very good short term memory, a very fast pen. And the older I get the worst my writing is getting which is making it really hard. So thank you. Who's next?

Jill: Byron this is Jill and I would just second that notion to I've been on a lot of conference calls before and people just kind of blurt out what they have to say and it can kind of work I mean people get their point across but man it really makes it a lot more effective and brings the group together by saying your names. It's wonderful.

Byron: Jill, thank you. Byron, it creates a sense of disconnection and that disconnection when you get the blurting out makes it harder to actually get through the call and stay connected to it. So it actually works – you're right it works against you to not do that. All right who's next? Thanks Jill.

Patrice: Hi! This is Patrice. I really got a lot out of the part about don't put your phone on speaker and set it down because you're talking down to the people. And the ear to ear contact, making a stronger bond between you and your client as you're talking to them. So I really appreciated that part.

Byron: Patrice, welcome I set your speaker phone to do this, Byron. Who's next?

Beth: Byron this is Beth and I agree with all that's been said so far. I wanted to add you gave me chills when you started talking about headsets. This has been on my mind this last week. I have been talking to people trying to find out where to get a good headset. And I just finally let it go and said it will happen in the right the person will show up. And then you started talking about headsets so you know this happens to be a lot that I'm aware but anyway so it's a good kind of chill. But I wanted to ask well I have you, what was the name of the brand you were just talking about and where do you find these at?

Byron: Plantronics is the one I like. Do not, I repeat do not go to their websites. You will pay at least 2X what it would normally be. I want you to do a web search to Plantronics Headset and kind of poke around and just get on the web and start looking. And you'll find sites and locations. One of my favorite group was Page Computers, I don't know if they're in L.A. any longer but man oh man I got my headset it's like 50% of what it would have cost me. There's other places up in New Jersey I know and like just do a search and do it by the web and you guys will save yourselves a ton of money but do your searching first. Thanks Beth.



Beth: Thank you so much.

Byron: All right gang let's speed it up. We're almost a minus minute. Let's go.

David: Hi! This is David. I'm in Oregon.

Byron: Yes David.

David: Number one, listen carefully is what stands out to me and I think that's one of the most important things I found in effective conference calls that I've been a part of whether they were business oriented or masterminding or spiritual oriented or whatever. So thank you for listening.

Byron: Absolutely David, you're welcome. (Bell rings) Quick that's our time. Who's next?

Janet: Hey! This is Janet.

Byron: Yes Janet.

Janet: Hey! I got was the conversational tone that you demonstrated and it really comes down to **people before your agenda**.

Byron: Amen. Thanks Jan. Who's next?

Janet: This is Janet.

Byron: Yes Janet.

Janet: I got to, I think jump over the candlestick of face-to-face. I have a nostalgia maybe of it. And I landed in the whole thing for me from you was the heart to heart thing. **And the magical tool actually a telephone can be a deliverer on that kind of conversation.**

Byron: Absolutely Janet. Thank you. Who's next?

Marty: This is Marty.

Byron: Okay Marty first.

Marty: A couple of things. Thanks for doing this Byron. It's excellent. I've teaching teleclasses forever and this is a great reminder of me that I had gotten so far away from how I used to do it that I want to get back to that. And part of that is just really acknowledging people and making these connections that you're talking about so thanks for that.

And I want to say thanks to Jan for the reminder about creating a sacred space, I'm right about this. And anybody that signs up on my list gets an e-mail from me to start creating a sacred space. And that's another thing that I've gotten away from doing not just in when I'm working and creating my own marketing but certainly in teaching my classes. So I want to get back into that of creating that sacred space every time I go on the phone with a group. So thank you very, very much.

Byron: Marty you're welcome. Who's next? A couple more.

DJ: Hi! This is DJ.

Byron: Yes DJ. I just kind of did all everything that everyone said and I especially like the part about how the phone words go from your mouth to their ears and then the heart. I like that a lot.

Byron: Thank you DJ. Two more and we're out of here.

Lisa: Hi Byron. It's Lisa. And what I'm taking away is that I was doing a lot of this stuff already and so its great validation and I really appreciate your sharing.

Byron: Yes! That's what I love to hear. Thanks Liza. Look you guys have confidence in what you're doing. It doesn't mean you're doing it right that means you're the best. As Marty said he's going to go back to what he used to do. You guys are going – **it's a journey, just enjoy the process but man if you guys relate and you connect with the humans on the phone, you can make every mistake on the book and they will love you.**

But if you try to be perfect and you try to follow this or be someone you're not feeling, people just don't like it. They don't appreciate it and in today's marketplace, they're not – it's the customer experience that they are not willing to put up with.

Okay one more and then we're out of here. And Jan, I let you Jan or Alan get the sideway into this one or both.

## Byron Van Arsdale Effective Conference Calling

Jan: This is Jan and what I just said here and really observed is that our whole group will be leading better teleclasses when we come together as result to being on the call.

Alan: Yeah and this is Alan. For me I don't have to explain how it works with my customers. I just have to make it work.

Byron: Amen! All right you guys. I have had a fabulous time. I turn you over to Alan and Jan. You guys are closing in on out and I am grateful and I wish you guys eminent success and I wish your customers and your clients eminent success in 2010.

Alan: Thanks Byron.

Jan: Byron thanks a million. Thank you, all right.

Byron: Okay, bye.

Jan: All right Bye-bye.

End of transcript.

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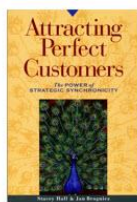
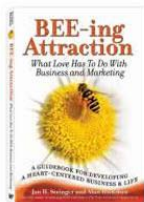
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