

# Sorry, No Bonus

A Communispond Mini Case

***Your firm must eliminate sales bonuses and you will be delivering the bad news.***

***How should you structure your remarks?***

*(Circle single most appropriate answer)*

- A. Trickle the bad news out over time to give people a chance to gradually adjust their expectations.
- B. Make sure it is understood that while you may be the bearer of bad news, you are not the cause of it, so you won't be personally blamed.
- C. Present the facts succinctly with minimal explanation, and table questions to avoid a public gripe session.
- D. Energetically confront the issue and its emotional consequences. Entertain all questions.

*(Break seal and open to reveal Communispond solution)*



COMMUNISPOND™



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## Rationale:

- ▶ Addressing the issue promptly helps ensure that dangerous rumors don't have time to spread.
- ▶ By accepting ownership of the issue, you maintain authority and credibility.
- ▶ Referencing emotional consequences demonstrates that you empathize with those affected.

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Want to know more? Please complete and return the enclosed postage-paid reply card and we'll send you an executive summary from *"Talk Your Way to the Top"* by our founder and thought leader Kevin Daley. No charge or obligation, of course.

## About Communispond

Communispond is the resource of choice when there's a lot riding on how well you communicate in public.

Once limited to a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3100 sales executives) you may now tap Communispond for any population that must hold their own in high stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

Not a "finishing school" for employees who didn't pay attention in grammar school, Communispond is applied learning that's less about talk, and more about action. We help your people express themselves in ways that inspire others to buy in and pitch in.

Today, after 30 years of research and field trials, Communispond offers a comprehensive suite of skills to help your key people excel in virtually every situation. Our clients include 312 of the Fortune 500 and Communispond "graduates" number more than 375,000 individuals representing hundreds of industry leaders all over the globe.