

# The 4 most common communication mistakes

As a business leader, explaining why people should choose your product or service can be difficult. These mistakes can blur your message + confuse your salespeople.



Communication unclear + complicated

Confused sales staff + clients

# 1

## Corporate-speak

- Long-winded text that's full of jargon.
- Leaders often overuse buzzwords + corporate language; salespeople then mimic this. Result: confused customers.
- Videos + infographics explain things simply and quickly.

# 2

## Your message

- Businesses see a gap in the market + formulate a business plan. But their communication + marketing is often unclear + overly complex. Leaders think the target market will make the effort to interpret the messaging + buy in, but this is untrue.

# 3

## Your offering

- Focusing on yourselves rather than solving your customer's problems. For example, Apple's products are popular because they are so easy to use.
- Address your customer's needs by framing product features around their frustrations.

# 4

## Your research

- 60% of businesses don't do client research to better understand how their product works for customers. If your offerings aren't relevant, you won't get the desired response.
- Clients need to understand the value you offer. Client research attracts new clients, grows your business, + creates a strong brand.

## What to do about it

Step back + identify the problem. Our quick + easy diagnostic questionnaire will help with this.

Read more about it [here](#). Make sure you can convey your message simply, so it fits on one page. Need help?

### Book a strat workshop

Turn your message into a short video. It's hands-down the most powerful way to explain what you do.

## The benefits for you

- Forces you to explain yourself simply
- Frees you from personally explaining the message
- You can use it for staff inductions
- You can share it across multiple channels
- You can build other collateral around it
- Videos drive traffic to your website

## The steps

We create the space for leaders to unpack strategy in our strategy workshops + communication sessions.

We help you simplify your message so everyone gets it. Then we make it easy to share with your team + clients.



## How we can help

Email us on [hello@WeExplainStuff.com](mailto:hello@WeExplainStuff.com) or reach us via our website.

Get a complimentary 30-minute call + share your current business challenge with us.

We'll problem-solve with you to create a way forward that empowers you + your staff.

What's next

## Got something that needs explaining?

We can help explain your product, process or system change simply so everyone gets it. For more info email [hello@WeExplainStuff.com](mailto:hello@WeExplainStuff.com)

Disclaimer: The above examples are not intended to be a quick fix but rather provide practical solutions that can work with practice.

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