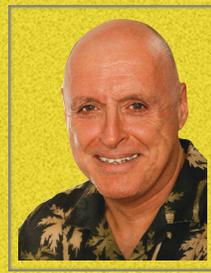


# THE EXTRA POINT

BY JERRY ROBERTS



## # 23 Do You Rehearse Your Lines?

What if I told you that every day of your working life you are auditioning for a role? Would you think that Jerry has taken too much sun to the bald head? Let's get after it, right now on The Extra Point.

You might say, "What do you mean by 'auditioning.' Hey, I already have the job."

Okay, but if you're a frontline worker and you're looking to move up a notch and get closer to one day being a supervisor, do you maximize every moment when you're in front of your boss?

If you're called in to explain something or make a presentation, do you know the information so well that you smoothly and impressively get through it, making mental bells go off in the boss's mind that you're someone to watch, someone to give some extra responsibilities to because you can handle them?

Or you're a manager and it's necessary to give each member of your team some constructive feedback. Do you go over your notes and prepare what you want to say so the meetings yield the results you're after, or do you just jump in and "wing it"?

I've done it both ways and when I didn't follow a plan, when I didn't prepare, I often forgot a point here or there I wanted to make.

If you've acted in a play and somebody forgets an important line, you may get past it and recover okay, but the impact on the audience isn't exactly what you were hoping for. It's the same with giving feedback or handling workplace conflict. The overall results may not be as good.

Salespeople ought to be nodding right now as they hear this. Every good and even great

salesperson I've ever known has done this. They've blown off practicing a presentation and ended up blowing a big opportunity.

And every really insightful salesperson can tell you, with near precision, the very moment when they've lost deals.

How about senior managers? Should they rehearse their lines? They might need it more than anyone because often they're trying to sell ideas or a vision; or trying to instill confidence in the team when company finances are in trouble. I've seen a couple of leaders wing it under those conditions. Everybody smiled and pledged to hang in there during tough times, then after the meeting quietly let friends know they were available if something opened up.

TV and movie actors rehearse and when they get in front of the camera can make a mistake and just read the line again — five, 10 times or more, until it's perfect. You're live, you get one chance.

If it's important that you deliver your lines with impact and get results, practice. Imagine the reactions you'll get and respond to them. Then, practice again. Your results should see a big improvement.

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.

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