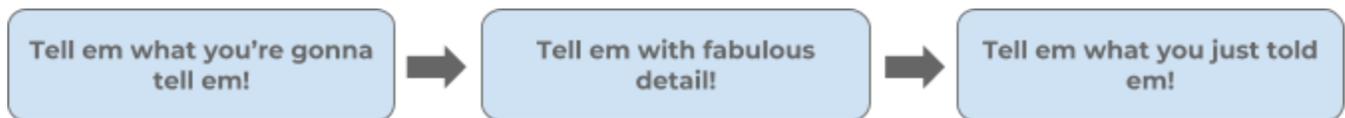


Practice Tips: 3x3 Technique

How the 3 by 3 Communication Technique Works

We select three ideas we want to get across, then communicate them three times with a quick summary to start, more detail in the middle and a short summary at the end. In other words...



Use Your Headlines to Organize Your Message

Here's where the work you've done organizing your headlines will pay off. Select three of them to organize your message around. We'll use those headlines nearly word for word in each of the three segments of the 3 by 3 technique.

Step-by-Step, how to prepare and practice your 3 by 3 technique

1. Select three headlines you are going to use
2. Make your introduction of the three ideas by saying the headlines ... short and simple
3. Introduce each point you're making in greater detail with customer-oriented phrasing
4. Go through each point one-by-one with more detail targeting about 30-40 seconds for each point utilizing customer-oriented phrasing throughout
5. Summarize at the end with short headlines only ... this needs to be quick
6. Have a great question ready at the end that clearly ties into at least one of your headlines
7. Find a practice partner and go through it several times until you can do it without the practice form in a conversational and persuasive way

Consider addressing these questions with your 3 by 3:

- Who are you, what do you do and why does it matter?
- What makes your products and services better than your competitors?
- What do your customers like most about your company?
- What can you do that your competitors can't?
- What words come to mind when describing your company's strengths?