



The ECHO™ — Your Weekly Presentation Tip

June 27, 2007

Rephrasing Questions

One of the most powerful tools a speaker can use during question and answer sessions is to rephrase a question using neutral language to focus on the real issue behind the question.

If a questioner asks, "Why fix what isn't broken?" a good way to rephrase the question is, "So why are we making this change?"

You don't want to repeat negative or opinionated language (the assumption that it isn't broken) or get into an argument with the questioner. Restating the question gives you a chance to phrase the question your way and to take a pause to think out your answer.

So take a breath, neutralize the question and take the opportunity to restate your key points.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com