



## Goshen on Marketing

### COMMUNICATION IS KEY

In the arena of marketing, the person who best communicates the vision wins the client.

If I were asked today what skill has been most instrumental in my success, I would have to say it is the ability to *communicate*. It is my belief that *the most overlooked and underpaid professor on the college campus is the speech professor*.

I had just returned from military service when I decided to go back to college at Oklahoma State University. Since I had been out of school for a while, I wanted to find courses that would be a little less stressful than advanced classes. Lacking direction, I simply looked at the college course directory, and picked a course in speech. The first day I attended class, I found I was one of many in a large auditorium. As the throng of students waited for the professor to arrive, we casually chatted about life on campus. Suddenly, a voice appeared from somewhere at the back of the auditorium; a man was walking between the seats, moving toward the front of the class, and welcoming our presence. He was so positive; he began by saying, "All in this auditorium have an A; it will be up to you to keep it." I don't know why, but that professor and I made eye contact on that day, and within weeks we created a relationship. Perhaps it was because I was somewhat older than many of the others in the class, or perhaps when he discovered that I had just returned from military service, he felt he could be a little more candid. As the year progressed, I found the only class I really looked forward to attending was his speech class.

One afternoon after our class, he invited me to accompany him on a walk. We went to the engineering building next door, started on the top floor, and walked up and down each hallway. As we made our way through the building, he said, "Bob, in this building are the finest minds on campus; the average IQ would astound you." As we came to the first floor, he concluded our conversation saying; "No matter what your intelligence factor might be, it is only *the person who masters the ability to communicate who advances in quantum success*." Two weeks later he attended a scholastic advancement seminar in Dallas, Texas, and sometime during that week, they found *Dr. Dale Stockton* murdered in his hotel room. The motive was robbery. Shortly after his death, I left OSU to pursue other interests, but I never forgot his words.

Since that day, I have worked to master the ability to communicate. As I have traveled more than three million air miles, whether I am conducting leadership and marketing seminars to multiple thousands, or making a one-on-one presentation to a Fortune 100, I am confident Dr. Stockton is smiling. He was correct; the person who masters the ability to communicate controls his or her destiny.

Marketing will require you to make presentations to clients. If you can *paint a picture with words*, you will always win over the person with *intellect*. Clients purchase *confidence and control, not credentials*.

Thank you my friend, *Dr. Dale Stockton*.



**As a member of the National Speakers Association, Bob has been invited to corporations and organizations to speak on the subjects of Marketing and Leadership. For additional information on Bob Goshen go to [www.bobgoshen.com](http://www.bobgoshen.com) or email [bob@bobgoshen.com](mailto:bob@bobgoshen.com).**