



Salesmastery Shahin

The Newsletter of Salesmastery Toastmasters Club 6178
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Spotlight On Leadership:

Why Leadership Development Is Important To You

By Peter Bunce, DTM, ATM-S

At every level of our society, people with effective leadership skills are sought. Leadership development begins at home, but it does not end there. Whether it is a household, homeowners' association, religious group, or government on a municipal, county, state, national, or international level, individuals with outstanding leadership skills are in great demand.

But most people are not born with natural leadership abilities. These must be acquired through thoughtful and directed training, cultivation, exercise, and mastery. This is where Toastmasters comes in because our organization allows members to complete assignments and programs which enable them to become effective leaders.

What Is A Leader?

Webster's New International Dictionary of the English Language, Second Edition (1935), defines "leader" as follows: A person who charges ahead to guide or show the way, who precedes or directs in some action, opinion, or movement; someone with authority and the ability to precede and direct others who follow in the chosen undertaking. One who directs others in action by means of influence, persuasion, and motivation. A leader may exert influence or directing power either in an assembly or in an enterprise.

How do leaders and managers differ? First, leadership is a choice, not a position. Leaders focus on quality; managers focus on science and art. Managers pro-

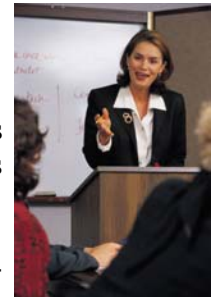
vide vision; managers supply realistic principles. Leaders deal with concepts; managers relate to function. Leaders exercise faith; managers strive for efficiency.

Leaders thrive on finding opportunity; managers succeed on accomplishment. The most important differences are as follows: Leaders provide direction; managers are concerned with control. Leaders motivate others with their vision; managers may maintain their control on others by using shame and guilt.

Qualities of Effective Leaders

Above all, a leader must be a skilled listener. A leader must have keen vision to direct others in any undertaking. But what are the two most detrimental defects of leadership in our world today? (1) They won't listen, and no one can talk to them, even when they are wrong; (2) They habitually focus on the wrong things.

Toastmasters International works to develop members' leadership potential. If we want better leaders, we must first work to change ourselves. Our organization recently introduced its new *Competent Leadership Program* to help members practice and develop better listening skills, organization skills, time management skills, and mentoring skills. This could be the best time to join a Toastmasters club and become a leader!



Toastmasters Is Smart Business

Your success in business is based on how effective you are. Through participation in the Toastmasters program, people from all backgrounds learn to speak effectively, conduct a meeting, manage a department or business, lead, delegate, and motivate.

As your improved communication skills become apparent within the workplace, increased visibility, recognition, and promotions will follow. Your improved presentation skills will win you the respect and admiration of your colleagues and employees. They will wonder how you improved these skills.

Leadership skills acquired through Toastmasters will increase your management potential. As a Toastmaster you will acquire an increased ability to motivate and persuade, making you more effective as a supervisor or manager.

Members of Toastmasters clubs have access to a wide range of educational materials. These include books, audio and videotapes, and seminar programs available at reduced cost through the Toastmasters International Supply Catalogue.

Self-paced programs allow you to progress as quickly or gradually as your needs dictate. The hands-on Communication and Leadership programs provide instruction and practical experience needed for success in these skills. At less than \$60 dollars annually plus club dues and materials, the Toastmasters programs are cost-effective, especially when compared to seminars costing hundreds of dollars per day.

Our organization provides an atmosphere of professional camaraderie. This makes the Toastmasters experience a unique learning environment, which is informal, but dedicated to learning.

The Toastmasters programs can be tailored to meet your personal objectives. Whether you need improvement in prepared or impromptu speaking, greater skills in using visual aids, you will obtain experience and knowledge in the areas most important to you.

Established in 1924, Toastmasters International uses time-tested programs that are continually updated to meet the members' needs.

The Toastmasters programs expose members to a wide range of communication and leadership experiences. All new Toastmasters members receive the New Member Kit. It features the Communication Program, the Leadership Program, general orientation materials, and information regarding skill improvement in speech evaluation, voice quality, and body language.

The beginning prepared speeches outlined in the Communication Program are designed with the new Toastmaster in mind. The assigned speeches help the members develop skills such as organization, voice inflection, and persuasive ability. Leadership potential is developed by exercising listening skills, critical thinking skills, time-management, and implementation.

During the meeting's Table Topics session, members learn to think on their feet by delivering short impromptu speeches lasting one to two minutes.

After giving a prepared speech, the member received a constructive evaluation. This process recognizes speakers for their strengths and provides valuable insight into problem areas. After completion of the Communication Program, members may acquire specialized skills for personal or professional development by choosing two of any fifteen Advanced Communication Programs. These focus on such skills as public relations, technical presentations, storytelling, and winning audiences over to your way of thinking.

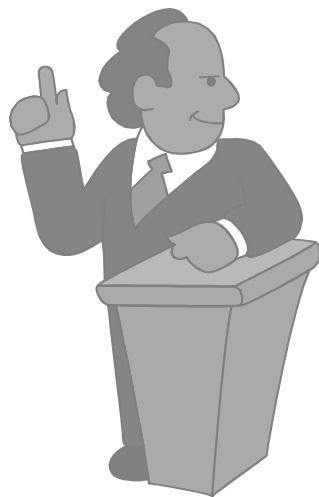
Workshops and seminars called Success/Communication and Success/Leadership are also available. These offer opportunities for further skill development. These focus on leadership, public speaking, or conducting effective meetings. All of these are especially effective as in-house training and can be tailored to meet your business needs.

Speech Organization

by Peter Bunce, DTM, ATM-S

Winning or losing a speech contest can happen in less than one minute of your speech time. With speech development being very crucial to the success of your speech, having the right techniques for your opening and conclusion can turn a weak speech into a winning one.

Here is what a successful opening can do: it gets the audience's attention; it introduces the topic; it establishes rapport with the audience; it takes only five to ten percent of the speech time. Successful techniques include the following: explain why the topic is important; make a surprising statement; create suspense or curiosity; tell a relevant story or anecdote; ask a rhetorical question; begin with a



quote; or refer to the special occasion on the date of your speech.

A successful closing needs to give a feeling of ending, review the main points, make an impact, but still take five to ten percent of the speech time. Successful closing techniques include the following, some of which may also be used for a successful opening: end with a quote; tell a relevant story or anecdote; call for action; ask a rhetorical question; refer to the speech's opening; or summarized your main points.

What should come in between? Of course, that is the body of the speech. Since most *Communication And Leadership Program* projects are five to seven minutes long, it is best to limit your body to only three main points. Each point should be made in less than two minutes.

For additional information, consult two Toastmasters International publications from *The Better Speaker Series: Beginning Your Speech* (Item Number 270 at \$4.50) and *Concluding Your Speech* (Item Number 271 at \$4.50). Members may order these items from Toastmasters International's Supply Catalogue or online at www.toastmasters.org.

Salesmastery Shahin – Its Meaning and Value



Salesmastery Shahin is both a newsletter and bulletin for Salesmastery Toastmasters Club 6178, an affiliated club of Toastmasters International.

This newsletter is for educational and club promotional purposes only and may not be used for marketing anything outside the scope of the mission of Toastmasters International or the Toastmasters club.

What is a Shahin? According to *Webster's New World Dictionary of the English Language*, Second Edition (1935), it is "An Indian falcon (*Falco peregrinator*) related to the peregrine falcon but having the under parts of a plain, unbarred rust color. It is used in falconry." In short, the shahin is a domesticated bird with the eyes of a hawk. It is loyal to its owner, who uses the bird's keen sense of vision to spot prey

in a wide area.

The mission of Toastmasters International is to make effective oral communication a worldwide reality. The mission of the Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

The missions of our global organization and our club are very broad. The objective of *Salesmastery Shahin* is consistent with both because it aims to direct the vision of our club members to the opportunities available to them through our club and organization.

Whether you are seeking personal or professional development, or some combination of both, the goal of this publication is to help club members find their way through Toastmasters International's programs. — *Peter Bunce, Publisher*

Letters

"That was a very impressive issue." - **Heather Hoffman**, Salesmastery Club 6178

"Thank you for the articles. They are inspiring both personally and for my club. I look forward to reading them to my club members, and I hope my club will become a phoenix! We needed this." - **Beth Doshay**, Cosmopolitan Club 172

"The articles are a wealth of information and on top of that very generous in sharing knowledge. Thanks for letting me look at the newsletter and for being open to my suggestions. I enjoyed reading your club's newsletter and hope I can be on your mailing list." - **Beth Neaman**, Area C30 Governor and District 52 Newsletter Editor

For Your Future!

by Peter Bunce, DTM, ATM-S

What is your promotion speed? This question includes the following: Do you always give manual speeches? Have you set a target date for earning your next educational award? Do you set your mark in your Toastmasters club? Are you receiving the optimal benefits of club membership? Are you proud of achieving your personal and professional objectives?

We joined Toastmasters to become effective communicators. We appreciate recognition for steady and meaningful improvements in our speaking skills. It is apparent our members need encouragement to aim higher in the Toastmasters program. This provides powerful leverage for achieving success.

Some readers may say to themselves, "I might be unwilling to do what it takes to go all the way in Toastmasters International's educational programs." Consider this: what would you be willing to do to triple your income in the next few years? These are unpredictable times; right-sizing, down-sizing, and dumb-sizing are commonplace. Will you

even maintain your current income level? You could miss opportunities by avoiding the educational growth offered in Toastmasters.

Your choices may affect you the rest of your life. Declare that you have an urgent need to master the basic skills. Complete Toastmasters International's *Communication Program* within

twelve months. If you have already done so, then repeat the ten projects before the end of this year. Volunteer to be a club officer and begin developing leadership skills. Aim high and move toward your next educational achievement.

Create a meaningful track record, and others will follow. Become a role model and lead by example. You can achieve your dream! The rewards are tremendous. Become a proud product of Toastmasters; after all, it's for your future!



Good News Page

Welcome New Members!

Salesmastery continues on its path to success by adding more new members. In the months of February and March 2006, seven people became members, exceeding by two our goal of five. Our Salesmastery Toastmasters Club 6178 will receive a special "Talk Up Toastmasters" ribbon for our club banner from Toastmasters International.

The seven new members are Heather Hoffman, Flavia Gibin Villela, Pari Jahan, Ian Lantz, Aaron Freedman, Sha'kel Powell, and Aryana Farshad.

The addition of these new members is tremendously important to our club. It means Salesmastery 6178 will receive recognition as a President's Distinguished Club. This is Toastmasters International's highest honor for a club

completing nine out of the ten goals in the Distinguished Club Program.

We met Heather and Flavia in our last issue. Both continue making strong contributions to our club.

Our new members constitute a very important part of our Toastmasters Club!

Three new members delivered their Ice Breaker on Thursday, March 23, 2006. Sha'kel's Ice Breaker was titled "My Journey." Pari and Ian also gave their Ice Breaker speeches on that date.

Both Aaron Freedman and Aryana Farshad will deliver their first speech

at our club on Thursday, April 6, 2006, the date of our club's Speakers' Showcase.

Some of the benefits of having more members include becoming a Distinguished Club and having a larger audience for our speeches. One challenge is that members may be unable to deliver speeches as frequently as they wish. Perhaps our club will consider having four speeches and evaluations at each meeting instead of only three.

Our meeting on March 23, 2006, marked the departure of Competent Toastmaster Tom Carey, a member of our club for nine and a half years. Tom was a very dedicated member, and all of us will miss him and his dynamic contributions.



Speech, Speech!

Compiled from Meeting Minutes

March 2, 2006

Two of our newest members delivered speeches. Heather Hoffman delivered her first speech, "Inspired By Survivor." She described her experience moving from Maryland to California and starting a retail apparel business.

Flavia Gibin Villela presented her second speech titled "Alternative Medicines." Flavia described a skin condition that could not be treated with conventional medicine but was eliminated using an alternative medical treatment.

March 16, 2006

Heather gave her speech about men's wardrobes titled "The Message In Your Suit." She presented this for Project 2 from our Communication Program, "Organize Your Speech."

Flavia delivered an informative presentation about the ill effects of stress in her third speech.

Mike Rocco presented his sixth speech titled "Growing Up With My Brother." It was both an interesting and deeply moving tribute to his brother.

March 23, 2006

This was a unique meeting because three new members delivered their first speech from Toastmasters' Communication Program, "The Ice Breaker."

Sha'kel Powell's speech was titled "My Journey." Pari Jahan gave her speech called "Introducing Myself." She described coming to the U.S. from Iran and becoming a public school teacher. Ian Lantz, who was admitted into the club earlier that evening, presented his first speech, "Ice Breaker."

Announcements

Salesmastery 6178 is the official host of the 2006 Division A Evaluation and International Speech Contests. This event includes the semifinals for the Evaluation Contest; the winner of this contest will compete in the finals at the Spring District Conference on Saturday, May 20, 2006. The winner of the International Speech Contest will ad-

vance to the quarterfinals at the Spring Conference. The winner of the quarterfinals will compete at the semifinals in Honolulu, Hawaii.

Toastmasters International will hold the finals of the World Champion of Public Speaking© this August in Washington, DC.

Salesmastery 6178 will have its club

officer elections in May 2006. The new officers will serve during the next term from July to December 2006.



Be A Winner!

My Toastmasters Experience

by Ron Coyne, DTM

The bumblebee was not designed to fly. However, the bumblebee is unaware it cannot fly, and still it flies anyway.



It is similar when members achieve important Toastmasters milestones. We first might be unconvinced that we deserved the

special recognition we have earned. But reaching that milestone, whether it is the Competent Toastmaster, Competent Leader, Advanced Toastmaster, or Distinguished Toastmaster, demonstrates how much the member has accomplished.

Our achievements merit the pride and pleasure of having learned and gained much from our Toastmasters club. We encourage members to set realistic goals and to visual-

ize the success that meeting those goals will bring them.

Our members have diverse backgrounds. Yet, every week we meet together and focus on Toastmasters programs to develop better listening skills, better speaking skills, and enhanced leadership potential. Every meeting takes us one step closer to achieving our next goal. This is my Toastmasters experience.

Your Toastmasters Membership Provides These Benefits

Membership in Toastmasters provides many benefits and only costs \$27.00 every six months plus club dues and a materials' fee. Here are just a few of the benefits of membership in our organization.

- A unique means of learning and improving your communication abilities within an atmosphere of fellowship and fun with your Toastmasters club members
- Unlimited opportunities for personal and professional advancement based on improved abilities and expanded experience.
- Experience in leadership development through training and club activities.
- Professionally prepared educational materials on speaking, listening, discussion, parliamentary procedure, audio-visual tech-

niques, and meeting procedures.

- *The Toastmaster* magazine, a monthly publication, provides members with new insights on communication techniques, ideas, and opinions.
- Continuing practice and exposure to sound communication techniques.
- Increased Confidence, the ability to organize logical thoughts and present it with self-assurance, and a better understanding of human relations.
- Affiliation with an internationally renown educational organization.

We ask our members to promote, share, and increase the benefits of Toastmasters. Here is how it is done.

- Help fellow members develop their communication and leadership

abilities as we develop our own.

- Maintain Toastmasters International's excellence standard in programming and administration.
- Provide leadership in the club at every opportunity.
- Apply our Toastmasters experience to take an involved role in community and business affairs.
- Share our Toastmaster experience and tell others about our program by inviting them to visit and join.
- Make Toastmasters meetings enjoyable and worthwhile by projecting our Toastmasters image in everyday business, social, and community situations.

Visit <http://www.toastmasters.org/> or <http://www.salesmastery6178.com/> or call 818-908-9915 to find out more about joining our Toastmasters club!

The Mission of Toastmasters International

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member Clubs, Toastmasters International helps men and women learn the arts of speaking, listening, and thinking - vital skills that promote self-actualization, enhance

leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of Clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

The mission of the Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

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Contributors: Ron Coyne, DTM, and Richard L. Churchill, CTM

Members' contributions are sought.

Salesmastery 6178 meets every Thursday at 7:00 p.m. at the Sherman Oaks Galleria Community Room. It is one of five Toastmasters clubs within Area A13 (the mid-San Fernando Valley), Division A, District 52, Region II of Toastmasters International.



We're on the Web!
www.salesmastery6178.com

This issue of *Salesmastery Shahin* is available here:
<http://www.salesmastery6178.com/news/>

Events Information

April 8 (SA): Division A Contests.

May: Club nominations committee is formed and meets to nominate club officers for next term. Club holds elections on or before May 22.

May 20 (SA): District 52 Spring Conference.

June 23 and 24 (FR & SA): Region II Conference, Honolulu, Hawaii.

June 30: New club officers' list due at Toastmasters International; Distinguished Club Program Year ends.

Toastmasters International

Making effective communication a worldwide reality.

King Elvis: A Two-Part Speech Project

by Richard L. Churchill, CTM

In 1965 on a balmy summer evening, the "Fab Four" Beatles entered a rented Bel Air, California, mansion to meet the King of Rock & Roll... Elvis Presley!

The preceding sentence introduces part one of a two-part speech about the religious and spiritual influences in Elvis Presley's life and career.

My research has revealed many key elements, interesting stories, and events which contributed to Elvis's lifelong quest for spiritual satisfaction: from his gospel foundation at age two to his mystical and metaphysical interests during the 1960s and culminating with his death in 1977.

Using the guidelines for "Inspire Your Audience" in the Communication and Leadership Program, I have developed two projects of nine to eleven minutes, a total of 18 to 22 minutes' material.

Part One is titled "King Elvis: His Spiritual

Quest"; Part Two is titled "How Much Religion Can I Afford? " Part One illustrates Elvis's early exposure to musical influences and the development of his unique song interpretations.

Part Two introduces the gospel songs which Elvis sang and were his favorites. I share parts of song lyrics and stories relating to the events in Elvis's life.

I am currently in the information-gathering process and believe I have a subject and topic the lends itself to a signature speech in two parts.

A final word: Elvis developed his own success at age 19, in 1954; at age 22, in 1957, he was a superstar!

A close friend described Elvis this way: "Talent, fame, wealth, power and incredible personal charm... There were plenty of people who were willing to please him!"

