

To be heard...



"Life in Business" – #6 in a series

You must first listen.

*Listening is a
reciprocal engagement.*

*It requires total
concentration.*

*Not only on what is said,
but how it is said.*

*The tone of her voice,
his body language.*

*It requires total commitment.
Openness, trust, humility.*

*Listening confirms assumptions.
Resolves misperceptions.
Identifies opportunities.
Promotes successful negotiations.*

Oliver Wendell Holmes said, "It is the province of knowledge to speak and it is the privilege of wisdom to listen."

We hope you like our "**Life in Business**" series of postcards.
If you're interested in some fresh ideas with **your** advertising,
we'd like to hear from you, too.

T H E N O R T H W E S T G R O U P

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734/522/6380 ■ LIVONIA, MI ■ EST. 1959