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Speak the same language as your customer

Or how to stop sounding like a pompous ass

I had to shake my head. Apropos, paradigm, myopic, maligned, rapier like, fondled, terminological exactitude. What was he thinking? It would have been bad enough if he was speaking to a panel of executives. In this case the words were inappropriate. After all, he was an announcer calling a hockey game.

Don't get me wrong. I believe having a large and diverse vocabulary to be an asset. I believe that it is part of what determines how far you go in life.

I just also know that you have to speak the same language as your audience

This is sales (or public speaking) 101. Don't talk above or below your audience. Only use a \$10 word if it better describes the situation. Above all don't make your listener need a dictionary to understand you!

You can also find this article published on [Speak the same language as your customer](#), and on the tag pages [Audiance](#), [Audience](#), [Dictionary](#), [Entrepreneurship](#), [Exactitude](#), [Hockey Game](#), [Listener](#), [Paradigm](#), [Pompous Ass](#), [Rapier](#), [Vocabulary](#).