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THE BRIDGING BUSINESS

In order to maintain credibility, it's important that the questioner feels that you have listened to the question – and answered it. You do not want to run the risk of sounding like a politician: they ignore the question and move clumsily to their agenda. Your goal is to **ACKNOWLEDGE** the question, **BRIDGE** to what you want to say, and then **COMMUNICATE** your message. It's as easy as A B C.

Here is a list of bridging words and phrases you might find useful. With practice, you'll slip naturally into the bridging mode, and you'll come up with phrases that work best for you. The important thing is: never ignore the question. Be focused on what **YOU** want to say, and don't be afraid to repeat your key messages several times, using the bridge to get back to your territory.

BRIDGING EXAMPLES:

That's true, but what experts/patients/customers/clients/ tell us

The answer is yes, and what that means is **this**:

Absolutely, and what's even more important is the fact that.....

No, I don't agree. What our evidence shows is.....

I'm not an expert on that, but what I **CAN** tell you is that.....

You're right, that did happen in the past. But what we find now is

I have to disagree. Our data show something much more compelling...

I'm not here to talk about our competitors. What we find really exciting about our work/service/product is.....

You may have a point. However.....

Yes, but the real issue here is.....

That's one way of looking at it, but on the other hand.....

It's too early to tell at this stage, but what we **can** be confident about is.....