CLIENT COMMUNICATION FOR SOFTWARE DEVELOPERS

From Nervous to Confident



Professional Development Workshop

Client
Communication

WHY COMMUNICATION MATTERS

The Cost of Poor Communication

Missed requirements lead to project failures. Client frustration damages relationships and erodes trust. Delays and rework significantly increase costs. Clear communication is not optional — it's essential for project success.



Goal

Speak clearly

Speak confidently

Speak professionally

Outcome

Client trust

DevComm

COMMON CHALLENGES DEVELOPERS FACE

Challenge 1
Nervousness during meetings

Challenge 2
Lack of fluency in English

Challenge 3
Fear of making mistakes

Challenge 4
Overuse of technical jargon

Challenge 5
Difficulty explaining ideas simply

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WHAT CLIENTS ACTUALLY WANT

Clear understanding of project progress and status

Simple explanations without complex technical jargon

Confidence and ownership from developers

Timely updates and proactive communication



Communication
Skills

INTRODUCTION TO PREP STRUCTURE

The PREP Method

PREP is a simple framework that transforms how you communicate: Point → Reason → Example → Point. Start with your main message, explain why it matters, give a concrete example, then reinforce your point. This structure helps you organize thoughts instantly and speak with confidence.



Benefits

Structure thoughts instantly

Reduce nervousness

Improve clarity

Key Insight

Think less, speak better

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SIMPLE PREP EXAMPLE

Question: Why is this feature delayed?

Point: The feature is delayed due to API issues

Reason: The third-party API response is inconsistent

Example: Sometimes the data fails to load during testing

Point: So we need additional time to stabilize it



Insight

PREP = Think less, speak better

ROLEPLAY 1 - GIVING PROJECT UPDATE

Weak Version (Nervous Developer):

"Actually… I was trying… but some issue came… so not done…"

Strong Version (Using PREP):

The module is 80% complete. Most core features are implemented. For example, login and dashboard are working fine. We need 2 more days for final testing.



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ROLEPLAY PRACTICE PROMPT



Scenario: Client asks, "What is the current progress?"

Practice Tips:

- Start with a clear, direct answer
- Avoid fillers like "umm" or "actually"
- Keep sentences short and simple
- Use PREP structure to organize your response

Try it now with a partner!

ROLEPLAY 2 - HANDLING DELAY

Weak Version: "Sorry… there was some issue… I will try…"

Strong Version (PREP):

- Point: The delivery will be delayed by one day
- Reason: We identified a bug in the payment module
- Example: Transactions fail under certain conditions
- Point: Fixing this will ensure a stable release



ROLEPLAY 3 - EXPLAINING TECHNICAL CONCEPT

Weak Version:

"We used microservices with API integration and..."

Strong Version (Simple Language):

Point: We divided the system into smaller parts

Reason: This makes it easier to manage and update

Example: Login and payment work independently

Point: This improves performance and flexibility



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FLUENCY IMPROVEMENT TIPS

Tip 1
Use short sentences

Tip 2
Pause instead of using fillers like "umm" or "actually"

Tip 3
Practice common client questions

Tip 4
Speak slowly, not perfectly

Insight
Fluency = clarity + calmness

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CONFIDENCE HACKS FOR NERVOUS DEVELOPERS

Prepare 2–3 lines before speaking

Use PREP mentally to structure responses

Maintain eye contact with clients

Take a pause before answering questions

Insight: Pause = Power (not weakness)



DevComm
Training



PRACTICE ACTIVITY

One person plays the client

One person plays the developer

Scenarios: Project delay, Feature explanation, Requirement clarification

Switch roles after each scenario

THANK YOU!

"You don't need perfect English — you need clear thinking and structured speaking."

Structure reduces fear • Simple language wins • PREP improves fluency • Confidence comes with practice