

Increase Your Persuasive Skills by Tuning In

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Complimentary Webinar
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Stephen
Covey



“Most people don’t listen with the intent to **understand**. Most people listen with the intent to **reply**.”



What we will learn today

- The myth of multi-tasking
- What is “real” listening
- The steps in Active Listening
- Eliminate the barriers to listening
- Leverage active listening to improve your success in sales and persuasion



Why listen?

It's important in the context of business

- We like people who are interested in us
- Our prospects and customers like people who are interested in THEM.
- People don't care about how much you know until they know how much you care.



Different Reasons to Listen



Reality

The productivity lost by overtaxed multi-taskers cannot be measured precisely, but it is probably a lot. Jonathan B. Spira, chief analyst at Basex, a business-research firm, estimates the cost of interruptions to the American economy at nearly **\$650 billion** a year...



Psychology Today

40%

loss in overall
productivity

50%

increase time
and more errors

150x

number of times
people check
their phone

92%

professionals
who admit to
multi-tasking in
a meeting



Zen Proverb:

*When walking, walk;
when eating, eat.*

...and learn you must be
...on the things you do. You
...need to feel how consistent
...ment to succeed and get the
...achieved to **focus** on the most
...and think on the very
...of this strategic approach
...models of learning and
...and goals of a value



Reference points

What can you do to improve the odds that you listen, remember and recall important information?

- Only **8%** of communication is the actual words spoken
 - non-verbal communication overrides the words we speak
- Most people can only remember **25 – 50%** of what is told to them
- Flip that to you in a sales call
 - Likely that **less than 50%** of what is communicated to you is actually remembered or retained by you.



Active listening as a skill



Barriers to good listening

bias

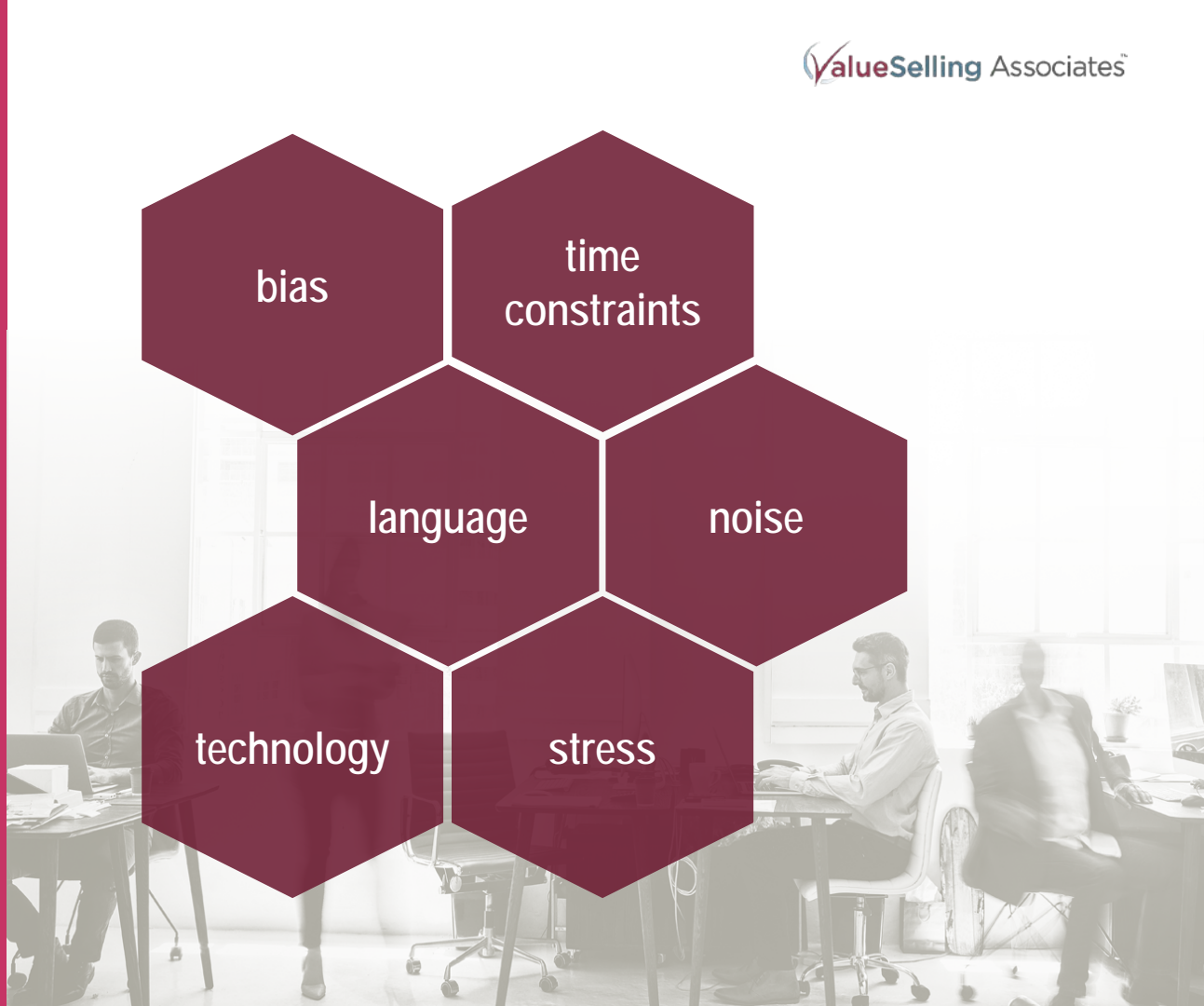
time
constraints

language

noise

technology

stress



The etiquette of the sales conversation

- No rapid fire questioning
- Let the other person finish before you start: the 2-3 second rule
- Respond to actual answer: verbal and non-verbal cues can be very important
- Capture comments and answers by taking notes!
- Clarify and Confirm



Confirming Questions



- Demonstrate you have heard and understand
- Verify that the perspective has not changed
- Play back to customer their perspective
- Critical to demonstrate your listening skills
- Can also serve as “trial close” opportunities



The keys to your success

The number one key to your success lies in your ability to **listen** and **understand...**

- Your questions must be relevant and purposeful
- Confirming questions demonstrate that you have listened – and help build trust, credibility and rapport
- Your knowledge of your customer or prospect is critical to your ability to sell



Good listening demonstrated

Provide your full attention

Focus your mind

Let the
speaker
finish

Let yourself
finish
listening

Listen for
main ideas

Ask
Questions



Tips for good listening

Give your full attention to the speaker

Keep your mind from wandering

Don't interrupt the speaker

Finish listening before you speak

Listen for main ideas and concepts

You can't listen if you are waiting to speak

Acknowledge

Ask good confirming questions

Provide verbal and nonverbal feedback
—
listen with your ears
AND your face

Your Action Plan

- Restating and Reflecting
- Giving Feedback
- Probing
- Minimal Encouragers
- Validation and Emotion Labeling
- Effective Pause and Silence
- Redirecting and Summarizing
- Consequence

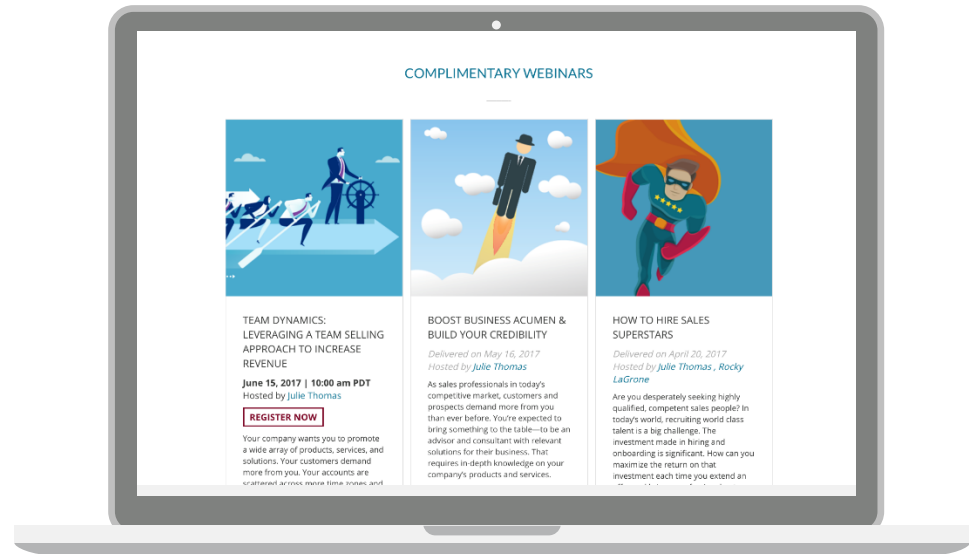


Questions?



At the end of today's webinar

Go to **valueselling.com > resources > webinars** to download today's slides



Save the date!

Think Like an Executive:

The Business of Knowing Their Business

July 17, 2018 | 10:00 AM Pacific



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Thank you!

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