

Selling by Listening

December 2022

We have all heard someone say, “they’re a great conversationalist — I bet they’d make a good salesman.”

The most remarkable attribute a great conversationalist has is being a great listener. Good listeners pay attention to what others say rather than thinking about what they want to say next.

Most of the problem identification section is done verbally, most effectively in a conversational manner. A casual conversation lets prospects tell you more openly what you need to know about their problems.

Listening is more than merely hearing. It involves making appropriate responses and verifying your understanding using conversational skills to assist the process.

Your ears hear, and your brain listens. This is a crucial step in providing a solution and preparing effective presentations. During the conversation with the client, listen and respond carefully so you can get closer to your goal — exchanging their money for your product. Listening helps

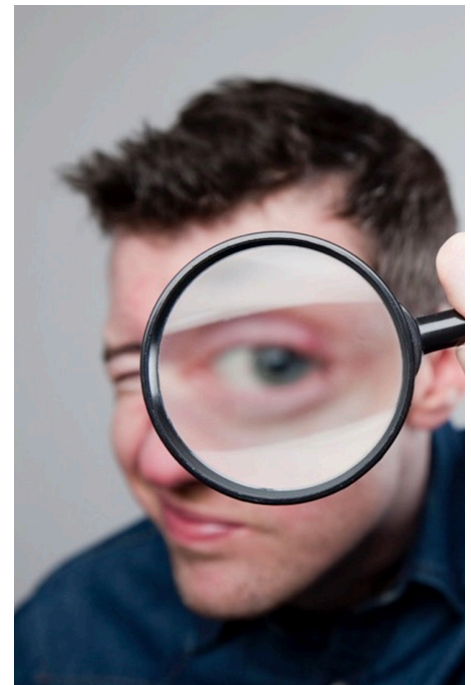
you determine a solution and present it.

Attentive listening means listening for specific things in your prospect’s words. Attentive listening means paying attention to all expressed verbally and non-verbally but only responding to what’s relevant to your purpose.

You’re listening to gather information. Often, specific things that will help you understand this person are hidden in the broader context of the conversation. It is important to devote attention to discovering these hidden meanings.

Responsive listening is acknowledging what your prospect is saying without making value judgments. Make non-committal statements such as “uh-huh,” “I see” and “tell me more.” Asking additional questions indicates you are listening responsively. This is client-centered listening.

Listening effectively helps gather information and makes prospects more receptive to your ideas. If your prospects know you’re listening to them, they will do their best to help



you better understand their needs.

Prospects will open up, talk frankly and forgive and correct any misunderstandings. The art of listening will position you as someone interested in what the client needs. In turn, the client will appreciate your concern.

Don’t forget, if you don’t make a sale, you work for free.

See you next time,
Jack