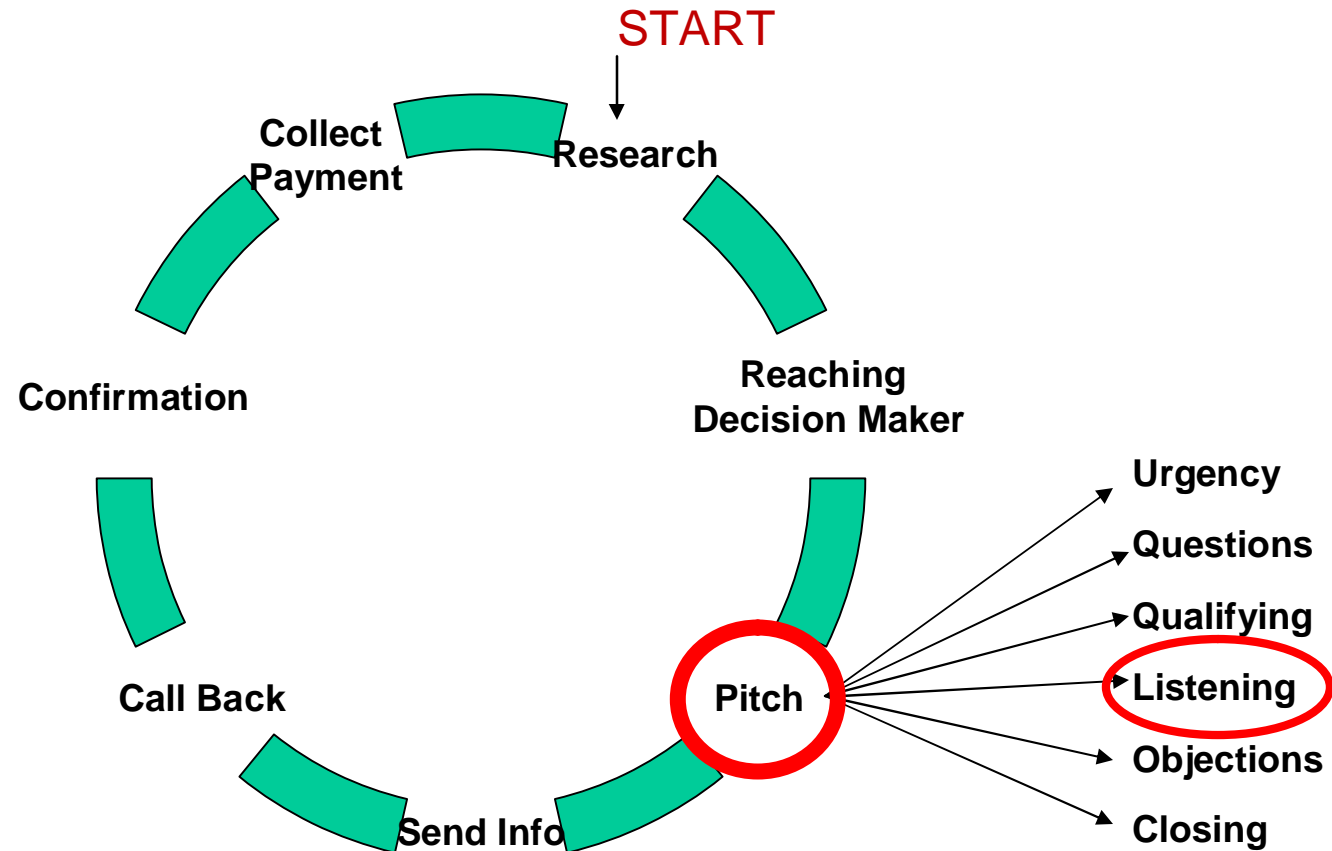


# LISTENING

# Overview of the sales Process



# **Listening – Main Principle & Why**

## **2 Ears & 1 Mouth Rule**

- ✓ You have 2 ears & 1 mouth, so use them in proportion. Listen more than you speak.
- ✓ At the least aim for a 50 – 50 split.

## **Why Listen/Purpose?**

- ✓ To obtain information, understand needs & catch buying signals

# **Before You Listen ...**

## **Before you Listen - Be prepared:**

- ✓ Have an excellent knowledge of your product.
- ✓ Have Prepared responses to objections

## **Why be prepared:**

- ✓ It allows you to concentrate on listening rather than worrying about what you're going to say next.

# How to Listen?

- ✓ **Use filler sounds**

eg Yes – Uh, uh – Right – Correct.

- ✓ **Use silence & Pause**

- ✓ **Use probing questions**

- ✓ **Paraphrase what they**

This ensures that you've understood correctly e.g.

***If I understand you correctly***

*what you are saying is that this is beneficial for you, and at the moment you looking at identifying 2 or 3 people that should come along with you,*

***is that correct?***

# Listening- Summary

- ✓ 2 Ears & 1 Mouth Rule
- ✓ Listen so that you understand needs & get info
- ✓ Before You listen, be fully prepared
- ✓ To listen & show you are listening use filler sounds, silence, pause, paraphrase what others say etc.