



Business Builder

Tips & Techniques to Help Your Business Grow

Talking vs. Listening

The biggest single complaint made by people concerning professional salespeople is that they simply don't listen enough, according to a new study by the Purchasing Managers Association.

Poor salespeople dominate the talking, while top salespeople dominate the listening. It's possible for a salesperson to talk too much, but it's rarely possible to listen too much. When salespeople are excellent listeners, prospects and customers feel comfortable and secure with them. They buy more readily and more often.

Here's some secrets of active listening:

- > Show that you're listening by giving verbal and non-verbal feedback.
- > Don't interrupt, except for getting clarification of what's being said.
 - > Paraphrase and restate to show and refine your understanding.
- > Ask pertinent questions and allow the customer a chance to clarify.
 - > Try to avoid arguing; find out what the customer thinks and feels.
- > Mentally summarize points made and restate them at key moments.
 - > Avoid distractions and focus on the customer.
 - > Don't be afraid of silence.

Source: Sales Trainer Brian Tracy- (The Selling Advantage, 12/14/05)

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