

How to Listen your Way to Sales Success



Course Overview

Many people in selling are so busy asking questions and thinking of the next question to ask that they forget to listen to the answers.

In this course we explore how we can get the prospect to open up and tell us their personal issues. The key is to learn to listen for and react to 'emotion buttons'. These are signals and words that the prospect uses during the business discussion that expose their underlying emotions. The course is broken down into two units:

Unit 1 - Listening

Unit 2 - Benefits and Emotion

Duration

45 - 60 minutes

Learning Outcomes

By the end of the course you will be able to:

- Understand the skill of listening.
- Use physical listening techniques.
- Identify emotion buttons.
- Empathise and acknowledge emotion buttons effectively.
- Understand the difference between 'personal personal' and 'business personal' benefits.
- Use listening to uncover personal and business needs and benefits.
- Introduce subjects by asking the right questions to keep the prospect talking.

More about the Course

There are business needs and there are personal needs. Personal needs are the more important. They are discovered by attentive listening, and by tuning in to emotion.

Personal needs include such things as getting home early, getting promoted or avoiding early retirement. In a sales situation, they are the hidden agenda. We don't mention them in our proposals. We don't discuss them if there are three people in the room. Yet they are often the real motivation for a purchase.

In this course we explore how we can get the prospect to open up and tell us their personal issues. The key is to learn to listen and react to 'emotion buttons'.

These are signals and words that the prospect uses during the business discussion to show an underlying emotion.

"I am nervous about the timescales". Many sales professionals respond to this statement by asking, "What are the timescales?" They would do better by asking, "Why are you nervous?" In the first case we will get the business answer, "Three months". In the second we will get the personal answer, "My boss has given me three months or this department might have to close."

First we learn to identify these emotional signals. Then we explore how to respond to them.

Finally, in this course we make an important distinction between 'business personal' and 'personal personal'. 'Business personal' is how someone feels about their job. This area is safe to explore. 'Personal personal' is about family and life outside work. This area can be intrusive and dangerous to explore.

Play safe. Explore and understand the 'business personal'.