

DRAMATICALLY INCREASE YOUR RESULTS

Five Steps to Active Listening

1. Listen for Content

- Focus on words, facts, figures, ideas
- Content is the core of the message

2. Listen for Intent

- What are customer's key needs?
- What's motivating customer right now?
- Understand underlying rationale.

3. Watch for Non-Verbal Communication

- Look for critical cues from body language, tone of voice.
- Listening to "how" something is said.

4. Listen Empathically and Non-judgmentally

- Send the message that you care about what is being said.
- Empathy means having an open mind....demonstrating an understanding of the other person's point of view

5. Be Motivated... Initiate the Conversation

- Actively summarize the other person's point of view
- Display an interest in their goals
- Start a deeper conversation