



Active listening

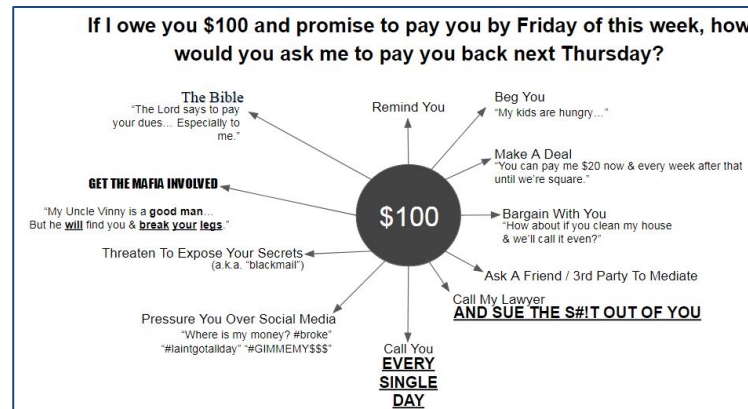
Sales Technique

What is the **Active Listening** as a sales technique?

Active listening: is a communication technique that requires the agent to comprehend , listen to, and respond appropriately to both the prospect's stated and implied wants and needs by mirroring their words , tone , and pace when we speak with them.

Why is **Active Listening** essential?

1. To understand the needs of the customer
2. To find pains (WINs) and angles to close the customer



3. To build rapport

When do you use this technique?

- All the time in the Entirety of the call.
- When customer is trying to make a point.
- When customer is giving an objection.

How do I **actively** listen?

- Listen to what the other person is saying and look for shared experiences or circumstances.
 - This will give you more to talk about in the initial stages of communication (hobbies , sports or current events they said in passing.)
- ✓ Agents need to take down notes.
- ✓ Agents need to repeat what the customer said.
- ✓ Rephrase.

How do I **actively listen**?

- As you are actively listening, you need to be responding.
 - and as you respond you should looking for opportunities to make them or their issue and statements the center of the conversation (You - Listener)
- ✓ Instead of “here is what I can do for you”, you say “here is how YOU can benefit by signing with us”
- ✓ “Paul , I like it when you said that you wanted value for your money..”
- ✓ “You said so yourself , you have been in business this long because...”
- ✓ “John , you are correct in saying....”

How do I actively listen?

- *Mirror the prospect.*
 - Using terms, phrases, and pace just like the customer so it is like hearing themselves speak
 - How fast/loud are they speaking?
 - ✓ A customer who talks slowly could become confused by a fast talking salesperson
 - ✓ A customer who is talking at speed may be in a hurry and could feel frustrated or patronised by a slow talking salesperson
 - ✓ Are they cheerful or very serious?
 - ✓ Are they formal?
 - ✓ Are they using technical language?
 - ✓ Are they visual? (I see , can you paint a picture..) , auditory (I hear you) - use words that they use throughout the call

Call Recordings

- [Active Listening - Call 1](#)
- [Active Listening - Call 2](#)

Video Presentation





Questions?