

The Power of Listening

In this course, there is quite a bit of attention paid to how you present and express yourself. Since you are in-service of others in your work, I would be remiss if I did not point out the power of being a great listener. Giving someone your undivided attention is a tremendous gift. Not only do you make a person feel appreciated, you also learn invaluable insights into their needs, concerns and desires. If you are interested in successful sales and meaningful relationships, then learning to listen will give you the insights into truly helping others.

So, what does it mean to be an active listener?

Listening 101

- **Be present.** While you may want to check out the stream of people entering the room, the most important person is the one standing in front of you. Respect them by giving them your full attention.
- **Ask questions.** It's time to get curious about the person you are speaking with. Prepare yourself with some engaging questions to learn more about why someone is attending the event or what has inspired them lately.
- **Let it flow.** A conversation is like a dance. Allow the energy to move freely between you both. When you are relaxed and open, free from inner chatter, and present with the person you are with, they will adore being in your presence.
- **Be generous.** Look for ways to help wherever you go. If you sense someone could use a referral, a tip or a suggestion that might help them in their business and personal life, then, by all means, be generous with your information. It's gracious and kind, all at the same time.

The Gifts From Listening

If you have not yet been persuaded to hold your tongue and let the other person speak for a change, then consider these added benefits of listening:

- **Shift your attention.** When you are hyper-aware of yourself, you cut your energy off from truly connecting with others. Instead, decided to focus your attention on the other person. You will instantly feel relieved to silence the critic in your head and tune into the fascinating details of the person in front of you.
- **Mine for gems.** If you are interested in connecting with a new potential client, then find out exactly what makes them tick. Are there areas of frustration or a desire to grow? Do they have a challenge in which they are seeking a solution? Learn as much as you can about them and then you will be armed with the information you need to position yourself as a solution provider, once you feel you could be a good fit. In other words, meet them where they are and then see if you can help in any way.

Questions to Consider

Take a moment and reflect:

- **Are you a listener?** Most people would say yes, but I challenge you to really think about this one. Do you find yourself asking a lot of questions during a conversation or do you merely interject your opinion? Begin to observe what you do in the upcoming weeks.
- **Listen to yourself.** In the first Module, you recorded yourself speaking. Go back and review those files. Now, ask yourself the same questions above. How much do you really listen? Do you change depending on who you are with?
- **How does it feel?** Consider how gratifying it feels when someone is really listening to you. Remember the Golden Rule? “Do unto others and you would have them do unto you.” It’s golden for a reason.