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The SalesPulse™

The Monthly Sales Briefing for Directors Issue 55, Sept 2009

"The quality of a leader is reflected in the standards they set for themselves."

Ray Kroc (1902-1984)
McDonald's

Dear %%Customer Name%%

LISTENING IS THE KEY SALES SKILL

Regarded by most professional sales as far and away the most important sales skill is listening. Without listening you cannot:

- Build relationships
- Understand your customer's needs and wants
- Add value to commodity offerings or develop solutions
- Professionally handle sales objections
- Negotiate the best deal for you and your customer.

I just read a brief article which said that sales people should spend at least five times as long listening as they do speaking. In fact in early sales meetings the listening to speaking ratio should be significantly higher. So how good are you and your sales people at listening. Below are 12 questions to help improve listening skills. Each question has 3 potential answers; usually, sometimes or rarely. The absolutes of always and never are not included as it is rare that someone does, or does not do something all of the time. Here are the questions, but remember one gets value through truthful answers not what one thinks are the right answers:



Steve Rowe

Email me your comments



*Sell More, Sell Better
and Sell Faster*



koru

the sales improvement people

1. When talking with someone, do you completely refrain from doing other things and give them your full attention?
2. Do you anticipate what someone will say and jump ahead in your mind?
3. Are you easily distracted when you're talking with others (e.g., by other people or activity, by mobile devices or cell phones, etc.)?
4. When someone begins to ramble or is unclear, do you find yourself tuning them out or pretending to listen?
5. Do you listen with the intent to fully understand what someone is saying before you begin to formulate your response?
6. When appropriate, do you rephrase what was said in order to be sure you completely understand what was trying to be communicated?
7. Are you able to accurately recall or relay most of the details of a conversation?
8. Do you listen with an open and unbiased attitude?
9. Do you give someone the chance to fully explain his or her position, problem, etc., without interrupting or finishing his or her sentences?
10. Do you make appropriate eye contact with others when they're talking?
11. Do you physically acknowledge different discussion points when someone is talking (e.g., nod your head, change facial expression, etc.)?
12. Do you completely face someone with whom you are talking?

Attached to this newsletter are the answers. Why not ask your sales people to take the test and then to identify and execute a couple of actions to improve their listening skills.

Regards

Steve

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