



etips

'Lead the Pack' Sales Training

Lose the Happy Ears While Selling

Three common selling violations are, listening but not really hearing, listening but not processing consciously, and letting the mind process and think about something else. It is hard to listen when responses are of disinterest, when you don't agree, or when you don't want to experience what is being put forth. Other times it is easy to assume you know the prospect's message, because you have heard it before. In selling, having happy ears is a disease. Happy ears hear what you want to hear, not what the prospect is saying. One easy technique to force active listening is to ask clarifying questions as much as possible. What do you mean by that? Could you explain that? Say more, etc., are good examples of clarifying questions. They force you to pay closer attention.

*"You cannot truly listen to anyone and do anything else at the same time."
-M. Scott Peck*

Have you been surprised by a prospect's decision? What did you miss in your previous conversations?

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Sales Mastery 'Lead the Pack' Sales Training

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