

Is Your Mouth Getting in The Way of Your Ears?

Listening, by definition is the process of receiving, constructing meaning from, and responding to spoken messages. Listening is how we learn and gain information in business. Listening is the learning part of the conversation. If we are talking the majority of the time, how can we be listening? Many people don't know how to listen. People are too busy giving out information the way they feel comfortable without knowing how that other person best receives information. The salesperson is often thinking of his own motivations rather than listening to the other person to find out what their motivation or need is.

In sales, many are inadvertently taught to be poor listeners. Many are trained to be friendly, chatty and persuasive while regurgitating out facts, details and comparisons. They often become so intent on the sale that they ignore their customers comments...they aren't listening. Their mouth is always getting in the way of their ears. **Sales superstars are super listeners.** They let the client do the majority of the talking so they can get a true sense of the needs of the client. Their conversation is centered on the client, not the salesperson.

Do you like it when you know someone is not listening to you? Not listening sends a negative message. It says that I am discounting what you say, and that I care more for my thoughts than yours. Finally, not listening says you are not important to me. I am tolerating you for the moment, but please finish so I can talk. Not listening is not only bad business, but its the fastest way to get people thinking and talking about you in a negative way.

Don't let your mouth get in the way of your success. Remember, you are there to serve the client by listening to them, not listening to yourself. Listening is something we do every day, but I bet you never thought about training yourself to listen. At **The Novak Group** we teach you how to listen so you can respond to the client in the appropriate manner. **Please remember the next time you are talking with someone try listening 80% of the time and talking only 20% of the time and watch your sales and relationships grow.**

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