



Monthly Inspiration

Listen, Listen, Listen



'Sometimes closing the deal is as easy as closing your mouth'

It is often been said that exuberant passionate product sellers can often spend ten minutes selling the product and fifteen minutes buying it back again. If you're passionate about your product, its uniqueness in the market, and you are a product specialist, this will be the area in which you are most vulnerable.

Some of the greatest sales success stories have occurred to brand new sales people with little if any product or market knowledge. As a result they resort to shutting up and listening.

Organisations who spend significant training dollars in product and market knowledge underestimate the importance of the listening process in the sales activity. If you'd like to provide

your customers with massive amounts of information about all they need to know about your product or service, then keep doing what you've always done. **This will not contribute to one extra sale.** In fact you may lose many sales opportunities and never be aware of it. People will thank you for the information you have given them and this may make you feel good, however it's unlikely to contribute to achieving your sales targets.

The 21st century successful sales professional is learning how to interview a client. CNN's, The Larry King Show is one of the most extraordinary and valuable sales experiences to watch and learn from. The skill demonstrated by Larry King is how to **ask important and critical questions, be really interested in the answers and to be totally non judgmental.** As a result of this extraordinary professional communication skill, the person being interviewed **freely opens up in conversation and uncovers endless needs.**

The future of professional selling lies in the skill of listening, in being really interested in people and creating a framework in conversation which allows people to freely discuss their needs wants and desires in a non threatening environment. If you become really great at this, **just closing your mouth and listening will close many deals.**

"It's hard to learn anything with your mouth open!"

The team at the Sales Institute wish you a week of successful listening!

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