

▶ IDENTIFY

▶ QUALIFY

▶ ACHIEVE

# Selling *Effectively*

RAPPORT ♦ NEEDS ♦ SOLUTIONS ♦ FULFILLMENT

"You learn when you listen. You earn when you listen—not just money, but respect."— Harvey Mackay

## Listening

### Identify

Listening means knowing what prospects have said, and meant to say, so that you understand their needs. Most people know the techniques of good listening: don't interrupt, be able to paraphrase, listen for underlying meaning, be accepting of other views. The problem is we all listen effectively only when we want to, or have to. It is often more natural and easier to listen to our own thoughts than the voice of someone else. What we most need to learn is how to listen when we don't want to.

Are you listening to sell effectively? Take a look at these three different levels of behaviors:

#### NEEDS DEVELOPMENT (Behaviors 1-4)

1. If prospects pause, you tend to jump in and finish their sentences
2. Interrupt prospects to offer solutions and products
3. Instead of listening to prospects, is busy constructing your own response
4. Uncomfortable with silent moments and tends to say anything to fill the quiet space

#### EFFECTIVE SALESPERSON (Behaviors 5-7)

5. Listens patiently and does not interrupt
6. Comfortable with quiet moments and continues to listen
7. Uses note taking, eye contact, a forward lean, and questions to demonstrate focus on what the prospect is saying

#### GOING TO FAR (Behaviors 8-10)

8. Spends too much time listening so that the prospect must ask questions to check attentiveness
9. Does not appear engaged in the conversation
10. May ask too many follow-up questions so that the prospect begins to wonder about comprehension and understanding

### Qualify

If you mostly identified with the first group (items 1-4), then you are at the "Needs Development" level:

#### NEEDS DEVELOPMENT (Behaviors 1-4)

- Appears unprepared for the meeting
- Actions show a need to control the meeting
- Questions are unrelated to what the prospect is talking about
- Frequently misses the points the prospect made
- May appear arrogant, impatient or uninterested
- Inaccurate in restating what the prospect has said and asks-unrelated follow-up questions

If you identified mostly with the second group (items 5-7), then you are at the "Effective Salesperson" level:

#### EFFECTIVE SALESPERSON (Behaviors 5-7)

- Is organized and professional with all needed information on hand
- Is prepared to meet and offer solutions on a wide range of situations
- Restates with emotion, not only what the prospects say, but how they feel as well
- Does not assume anything and is thorough with follow-up questions
- Is aware of the messages of discomfort or enthusiasm the prospect may be sending with their physical appearance

If you identified mostly with the third group (items 8-10) then you are at the "Going too Far" level:

#### GOING TO FAR (Behaviors 8-10)

- Spends too much time preparing for conversations at the expense of enough time with prospects
- "Over" listen at the expense of action, and miss opportunities to move ahead
- Listening may become a goal or end in and of itself for them

If you identified with several behaviors across all three groups, take a look at those behaviors that were not at the "Effective Selling Level" and read how to become more proficient in those areas.

5. **Concentrate.** Focus your attention on every word your prospect says, or doesn't say. Don't let any other distractions or your own talking cause you to miss a customer response or reply.
6. **Learn to love pauses.** Allow long pauses so customers can continue. They may not be through talking.
7. **Don't jump to any conclusions.** Never assume anything. Don't complete sentences for your prospects. You aren't a mind reader.
8. **Ask questions.** Use questions to lead and qualify them. Ask clarification questions to understand details on all objections (opportunities to close the sale). You will learn their real motivation, as well as gain understanding and knowledge about how you can best help them. Turn their concerns into benefits.
9. **Use active listening.** Periodically repeat back to the customer what you think you heard. Check that you are seeing things through the eyes of your prospect. Then, if you present from their point of view, they will want to hear about what you're selling.
10. **Take notes.** No one remembers everything. So keep notes on everything you discuss. These little details can be the answers you might be looking to review later. Take 30 seconds after each call to complete your notes.
11. **Practice.** Listening is a skill just like riding a bicycle. It takes practice to become proficient.

### Achieve

What actions can you take and do to improve and perfect your listening skills so that you are "Selling Effectively?"

1. **Prepare.** You must free your mind for listening. Make sure you have your presentation prepared in advance, with your objections, features, benefits, and advantages thought through before you make your call. Every call is a listening test.
2. **Limit how much talking you do.** Stay quiet. When you are talking, you're not listening. Silence can be golden. When you ask for the order, become quiet. Too much talking can "unsell" many orders.
3. **Listen with your ears.** Hear the ideas and concepts, not just words. Think in terms of the total picture. Listen for opportunities to close the sale.
4. **Listen with your eyes.** Pay attention to the prospect's body language. Notice their nonverbal facial and body movements or hand gestures. Look to see what their whole body is trying to tell you, not just their mouth.



Got ideas, suggestions, opinions, and/or feedback for the newsletter?

Contact Merrylue Martin at [Merrylue.Martin@cable.comcast.com](mailto:Merrylue.Martin@cable.comcast.com) or call 425.741.5663

Selling Effectively is a quarterly publication and is intended solely for employees of Comcast. The information herein is company confidential. Any other use of the materials contained herein is strictly prohibited.  
2009 © Wormhole Consulting, LLC All rights reserved.

**comcast**  
UNIVERSITY  
**Washington**