

# Question To Listen



Part of the UpYourTeleSales<sup>sm</sup>  
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Have you ever asked a question  
AND not heard their answer?



# After asking the question you:



- Were in your own head talking to yourself.
- Thinking of the next question you were going to ask.
- Worrying about what their answer would be.

The only reason  
to ask questions  
  
is to **listen**  
to their answers.

# Listening will:



- Uncover business opportunities
- Build trust and understanding
- Allow objections to be shared
- Teach you what you need to do to earn their business

# You will sound more

- Conversational
- Inquisitive
- Curious
- Interested



Listening isn't free  
it's priceless!

# Listening builds trust! Trust makes \$

- With listening comes understanding.
- You will understand your prospects cares, concerns, needs and wants.
- Proposals will hit the mark.
- Prospects turn into customers!



# To listen, you have to let go...

- The less assumptions you make the more room in your head there is to hear what your prospect is saying.
- When you defer judgment about the person and situation, you'll listen more effectively.



# Listening is a skill which you practice?



- Practice begins with awareness, know the reasons you AREN'T listening.
- Begin by focusing completely one more time in each conversation.
- Create the habit of turning your focus onto them after asking a question.

# Practice makes permanent

- Practice makes perfect – only if you practice perfectly!
- The perfect listening practice goal is to always listen for their answer, after you ask a question.



# Call plans and scripts make it easier



- What are the first five areas of qualification you need to uncover?
- Write out 3 questions for each area.
- Instead of worrying about what to ask next, having a plan frees your brain up to listen!

# Sometimes it is as simple as:



- Including “\_\_\_\_\_” and “...” in your script allows you to insert their words into your next question.

Remember, at UpYourTeleSales we believe

**“Having a plan allows you to not worry about what comes next.”**

If you aren't used  
to listening

it might make YOU  
the salesperson  
mentally tired.

hmmm perhaps that is why  
**Listening** works;

the prospect feels the effort  
the salesperson is  
putting in to the conversation  
and trust is built.

# 4 KEYS to listening



1. Know the things that STOP you from listening and avoid them.
2. After asking every question – tune your brain into listen for the answer.
3. Listen to their words, inflection, and tone - along with what they don't say.
4. Prepared questions mean you don't have to think of what to say next.

Always remember,  
to move forward in  
your sales process:

Effective Communication  
is your responsibility.

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TELE SALES**