

Boredom/ Listening

The Professional Sales Excellence Series

Participant Study Guide

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Module Outline

NOTES

- Section One:* Can you increase sales production most by talking or listening?
- Section Two:* How to Determine When Prospects are Bored
- Section Three:* 5 Power Listening Techniques; and Spotting When Prospects are Interested or Disinterested

Benefits To Participant:

You will

- Learn how to listen people into buying.
- Learn how to spot when a prospect has drifted off during an interview.
- Learn what to do when you lose control during an interview.
- Learn 5 power listening techniques that will help you listen people into buying.
- Learn how to spot when people are intensely interested, and how to stay more tuned in to what your prospect is thinking.

Instructions For Completion

- 1) Follow along in your manual.
- 2) Make notes in the margin.
- 3) Highlight or underline key areas.
- 4) Share with others your thoughts and ideas.

Can you increase sales production most by talking or listening?

- 1) You spend nearly 50% of your day listening. More than any other communication channel, yet you have probably never had a course on how to listen.
- 2) Research has shown that you will retain only about 25% of a conversation after 48 hours, and 10% will be retained after 1 week. According to a recent survey of purchasing agents, listening was the most sought after trait in the salespeople they wanted to do business with.
- 3) You can stop being price shopped by probing for needs when prospects call for quotes.

When prospects buy based on the cheapest price, it is because the salesperson has not yet established enough value in the product. Xerox research has determined that when 3 or more needs are uncovered in a sales interview, and a presentation is made on satisfying those needs, the prospect buys.

Many salespeople try to talk their prospects into submission. They mistakenly believe that they can sell because of their enthusiasm about the product and how rapid-fire the delivery is. In fact, when salespeople are inexperienced they try to talk their prospects into buying. When they are more experienced they try to listen for openings and attempt to talk them into buying. But real pros are so good they "listen" their prospects into buying.

E X E R C I S E 1

Grab the person next to you and tell them what you specifically try to do as you listen to a prospect. Tell them also whether you think you are a good listener and what techniques you use to gain information during the sales process. Please take 5 minutes to discuss this.

SECTION TWO

NOTES

How to Determine When Prospects are Bored

- 1) When people become bored they are signaling that you have been talking too long, or about something that is of little interest to them. They will display the SOS boredom signal - tapping their fingers quickly on the table or desk. They will do the pen tap signal - tapping a pen or a pencil or twirling it in their fingers. Or they will do the tap dance - moving their feet up and down or in circular motions. To avoid boredom you should never talk for more than 30 seconds at a time without trying to get the prospect to participate in the sales interview. You should speak for no longer than 15 seconds on the telephone.

E X E R C I S E 2

You have just seen examples of what your prospects do when you have bored them out of buying. Do you remember the SOS finger tap, pencil tap, foot tap dance, and pen twirl? Please grab the person next to you again and try to apply this. Tell your partner what you did last weekend. One of you should listen for a while and then do one of the boredom signals. As soon as you spot it stop and say, "What did you do last weekend?" The top sales producers in all industries know that when they get in trouble during a sales call, whether on the telephone or face to face, they stop and ask a question. Since we are our own favorite topics, asking a question will help you instantly regain control of the conversation. It's a good technique. Both of you should take turns doing the boredom signal.

5 Power Listening Techniques; and Spotting When Prospects are Interested or Disinterested

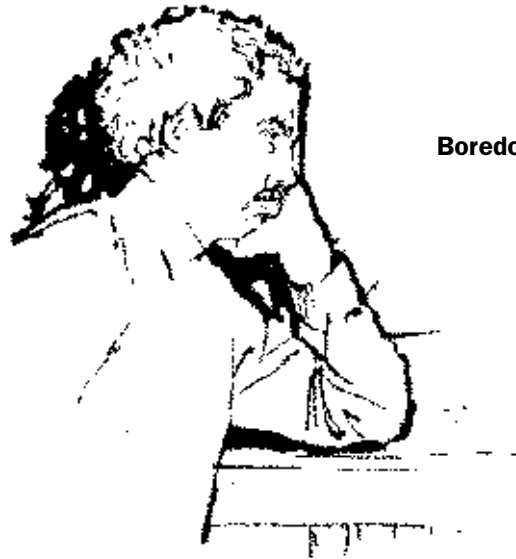
- 1) The 5 power listening techniques that will help you create sales are:
 - a) Repeat and clarify information.
 - b) Listen at-tension.
 - c) Exchange information instead of ask questions.
 - d) Search for emotional words.
 - e) Hear the prospect out.

People will also let you know when you are successfully communicating with them. They will show interest cues such as tilting their head to the side and, of course, making good eye contact. But when you see them lower their glasses to the bridge of the nose, or lower their head and look through their eyebrows, you are in trouble. This is a signal that they are critical or in disagreement with your ideas.

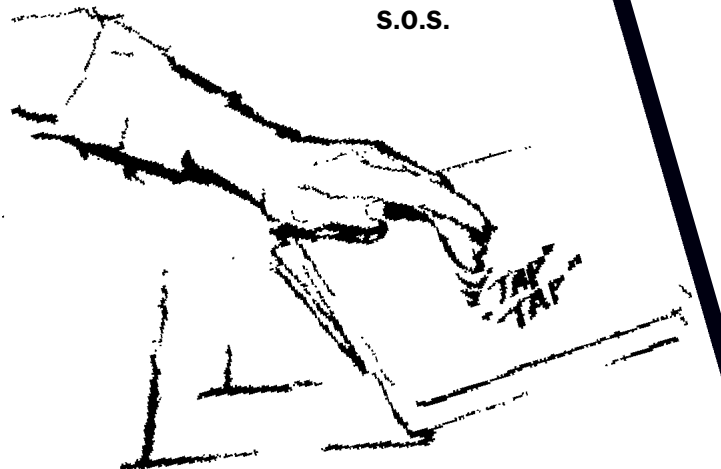
E X E R C I S E 3

You have just learned the 5 power listening techniques of 1) repeating and clarifying information; 2) listening at-tension; 3) exchanging information; 4) listening for emotional words; and 5) hearing your prospect out. Which of these do you need to work on? Grab the person next to you again and talk about the ones you do effectively and the ones you need to improve. Think of a sale that you lost recently because you didn't use these ideas or a sale you made because you did.

BOREDOM



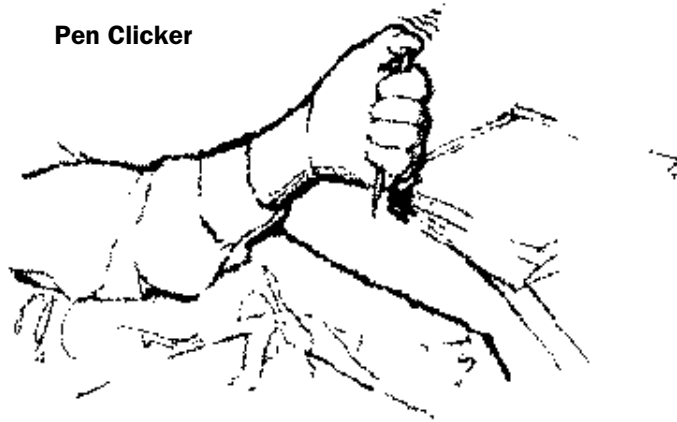
Boredom Lullaby



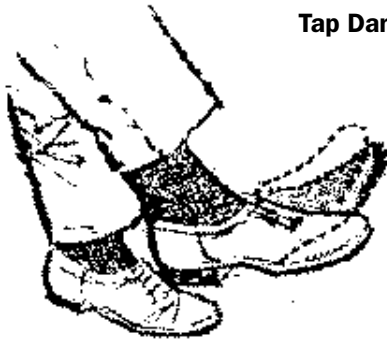
S.O.S.

B O R E D O M

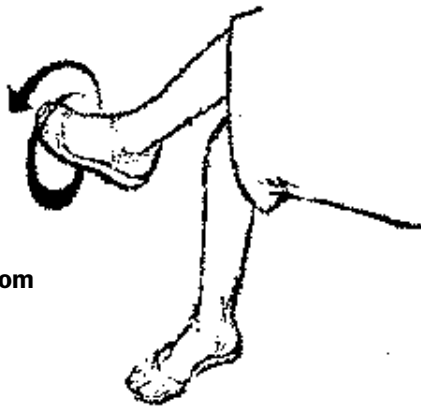
Pen Clicker



Tap Dance



Female Boredom



B O R E D O M

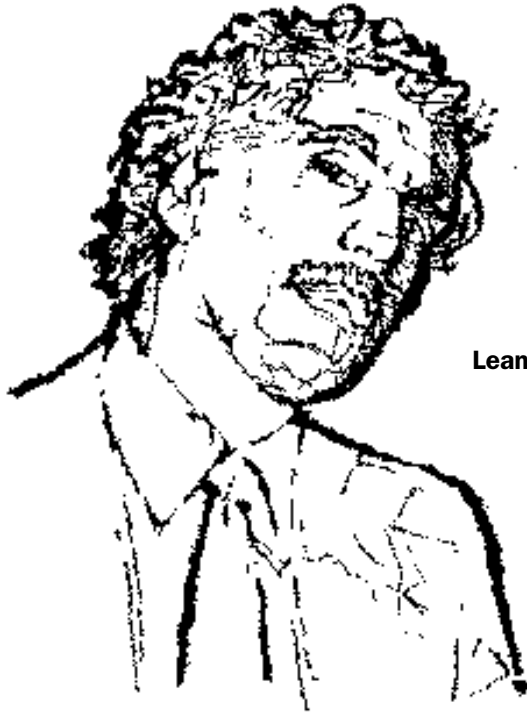
Fingers Slide Up & Down Pencil

**High School Grad
Boredom Signal**

Advanced Degree Boredom

Johnny Carson Boredom

LISTENING



Leaning Tower of Pisa

What was that again?

