

6-23-21 Sales Calls- Use Your Listening Skills

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Hey, everyone, welcome to another episode of legendary leaders. I'm your host, Katrina Jamison, founder and owner of legend leaders, where we argue with the strategies you need to create a run and grow your own business. We have been talking about selling, the entire month of June has been dedicated to the idea, the skills, the perspective, the need to sell, you must sell if you're going to actually run a business, because you must generate revenue. That's the difference between a hobby and a business, right. So we've been talking about all types of things, go back and check out the other episodes, if you haven't already. If you have, let's go ahead and dive into the concept today, that listening is a critical skill set in order to close the sale. Yes, listening. Now, I'm sure that when you're thinking about selling, you're thinking about the fact that you are doing all the talking, that's actually not the case, what I want to empower you to do is I'm empowering you to listen to the person on the other end of the phone, across the table, walking beside you, whatever, whatever it is through zoom, however it is that you conduct your sales calls, I'm empowering you to listen to them. Now, I know that inherently you know, you must listen. But I'm going to tell you that you're probably not listening enough. If you're not closing a reasonable amount of your sales calls. And we would need to talk one on one so that I can tell you what a reasonable amount is based on your business. But ultimately, if you're not closing a solid amount of sales, then I'm going to challenge you to look and ask yourself, are you listening to that potential customer? Now, think back for a second. Growing up. I don't know if you have this in your family. But I've seen this many, many times throughout my life where you know, you're at a family dinner, let's say maybe it's a holiday, it could be Thanksgiving, whatever the case may be, but you're there and you were younger, maybe you didn't fix your own plate, or maybe you were old enough to do that. But you know,

your family just didn't want you in the way you were still young enough to be in the way but old enough to fix your plate, right? You remember that age? Probably around 10 or 11? Maybe? And so you're asked, What What would you like to eat? And you have all these choices? And so you're like, well, I want some of this. But I don't want that. I think I might want some? And then whoever it is that asked you the question, just forget it. I'm just gonna give you whatever I want. You know, Oh, you don't want that? Sure you do? Absolutely. You want to have those that's, and they just go ahead and give you whatever they think you want. You remember that? Maybe it didn't happen to you. Maybe you've seen it on TV, right? Sometimes they'll portray that in a movie. Maybe that's happened to you in other areas of your life. But whatever the case may be, you can understand what I'm talking about. The point is, someone's asked what they want. They give the answer. But the answer is not honored. It's actually disregarded, or they weren't even able to give the answer. In some instances, some of them just decided that they were told what they wanted. That's who you do not want to be you do not want to go into a sales call, telling people what they want, or telling them what you think they want. Because it's what you would want. It's an assumption that you're making. Yes, you are smart. Yes, you are amazing at your business. Yes, you know how to solve the problems that your ideal customers have. I know that you know that. But what none of us know, is what the other person is actually thinking. We really don't. So what we must do is we must ask, and we must listen. Because the key on the sales call is that your potential customer must feel heard. They must feel heard. They need to feel as though you care about solving their problem. If they're in pain, because we're going to put them in a little bit of pain, have them identify with the pain that they're already feeling and just have them look at that pain a little closer, right? We talked about that a few episodes ago, then if we're going to do that, then they have to feel as though they are heard that they're in the pain. They're hurting, and you are hearing them you're understanding the pain, why they're there, how much it bothers them. If you act like you're listening, but then you give them a list of all the things that you can do to fix the problem and it actually doesn't fix any part of their pain is gone. They're gone. The trust is then broken. There is no trust. They're not purchasing from you is gone. You've lost the sale because you didn't really listen.



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And so the challenge I'm going to have for you today is to listen. And how do you do that? It's really easy. You take notes, right? Listen with the intention of actually learning, take notes, what are they saying? What words are they using? What does the pain feel like? How are they describing it. So when you come back, after you listen to all the pieces, and you acknowledge everything that they've shared with you, you can show that you've listened by using the words that they use to describe their pain, the resolution that they're seeking, and use that information to say, now that you shared this, let me show you how

we can solve your problem. And you use what you've heard, to walk them through how your solution are your product, rather, is the solution. You can't do that. You can't put your product or service as the solution can't put it in that position of the solution. If you don't listen to the potential customer, okay. So if you're showing up in a sales call all nerves, ready to give a solution before you even heard the problem or the pain points or how they feel about it, you're not going to close it. People need to feel connected to they need to feel heard. And they truly need to believe that you're going to solve the problem. The way that you do that is by listening and using what they've shared with you to reconfirm the fact that yes, you can solve the problem. Now, I'm always going to throw in the caveat, this is extremely important. If you cannot solve the problem. Do not say that you can. Okay, let's be honest, we're always going to act with integrity. But if you can solve the problem, and you understand what it is, and your your product can can solve the problem for sure. Then go ahead and use what you've heard to help them understand why you can do that. Okay. Listen, take notes. Use the words they use to help them understand how you're going to solve the problem. That will put you one step closer to closing your sales call. We're gonna call them service calls, right? Your service call where you're serving that customer in order to sell them the product ultimately, listen, listening is a great tool is tremendous. And it's required if you're going to sell anything. Okay? Go listen today. And as always, go and be legendary.