

LISTEN UP:

8 WAYS TO MASTER CLIENT RESISTANCE



Before Getting Started

READ THE BLOG

In the article *Everyone Communicates, Few Listen: What Expert Salespeople Do Differently*, I talked about how communication is one of a salesperson's most crucial and fundamental skills. Ineffective communication skills can cause you to damage relationships and lose sales. Honing your listening skills will help you to become a better sales professional and close more deals.

TAKE A MOMENT in your office or with your team to define and discuss the following terms. Give examples of what this looks like, in your business, during a normal day to day conversation:

Ignoring:

Pretending:

Selective Listening:

Attentive Listening:

Empathetic Listening:

Now that you've studied the differences between effective and ineffective listening, let's put it to practice so we can close more deals. The eight response types explained in the article show how you can derail a buyer's ability to harness their own motivation to work with you. Remember, no motivation to buy is more powerful than the client's. This worksheet calls out the poor responses to buyer resistance or reluctance that many of us use during our sales calls and helps you develop better responses so that you can move clients to buy.

*The **LISTEN UP** worksheet is a tool is designed to help you improve an individual's sales professional's listening skills and sales performance as well as improving a team's overall listening skills. The worksheet will better prepare you for your next call and help you analyze previous sales calls, in both phone or face-to-face situations.*

“The power of empathetic and attentive listening, allowing you to overcome barriers that stand between you and closing more deals.”

- **Nigel Green**, CEO of EVERGREEN

1.

REVIEW your most recent conversations with your customers and prospects. Include both interactions that went well and those didn't go well (i.e. price, timeline, offering).

In the top section, write down as many objections or concerns about your offering or company as you can remember. Be sure to note any reactions that stood out to you in each call.

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2.

In the bottom section write your responses to objections or concerns that were raised. Try and remember how the buyer responded to your comments. Did your response generate interest or keep the buyer on track with their line of thinking? Or did your response cause the buyer to feel less comfortable, or take the conversation in a completely different direction?

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Once you've recorded your responses let's take a look and determine for each one if it was it effective or ineffective listening? What category does each response fall into?

LABEL each response with one of the following:

- a. *Telling*
- b. *Scaring*
- c. *Consulting*
- d. *Tricking*
- e. *Combating*
- f. *Stroking*
- g. *Counseling*
- h. *Distracting*

3.

Discuss with your team why each response was inattentive and ineffective. Discuss the various ways that the response could be improved. **CREATE** new effective and attentive response in the space provided.

Objection(s):

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Your Response(s):

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4.

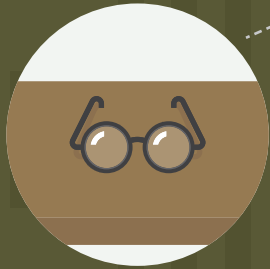
PRACTICE makes perfect. Select someone to role play these new responses. Fellow team members, managers and even significant others are a good partner. Once you've had a few repetitions, you will begin to notice how these new responses feel natural (just as natural as the poor responses we've eliminated from your vocabulary). Soon you will notice how your potential buyers stay on track, offer more information and allow you to connect deeper with them and their problems. You will close more sales.

MANAGERS, this is a great additional to your sales training program. Add it to your onboarding curriculum, and consider using it on a team huddle call. It's a great exercise and a skill every salesperson can find afford to improve.



LABEL

Are my responses killing deals



REVIEW

What are common objections



PRACTICE

Repetition is the mother of skill



CREATE

Responses to objections should communicate empathy

Selling is the most advanced form of communication. The greatest barriers to your selling performance isn't product features, closing techniques, presentation tools, or even prospects. The foundation of successful selling is based on how well you listen.

How often are your potential customers feeling ignored? How much is poor listening costing you? If you are ready to take your sales efforts to the next level, then EVERGREEN can help. Send us a note at hello@findevergreen.com.

A large, stylized white letter 'E' logo with a modern, geometric design. The letter has a vertical stem on the left and three horizontal bars on the right, all with slightly angled ends. It is centered on a dark background.

EVERGREEN