



Practice Strategy for Savvy Listening

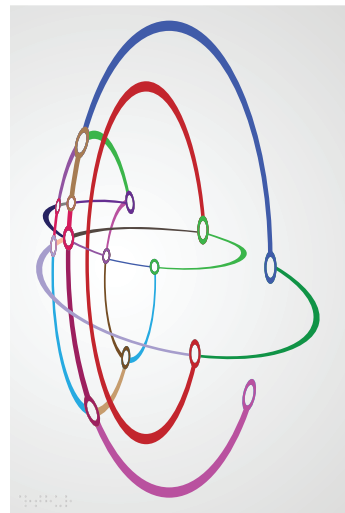
Next time you're in a conversation, notice how you're listening. Now, switch to another mode. Say you start in judging mode — switch to forensic mode. Cool, eh? Notice how the other person responds when you switch (even though you're not saying that you're listening differently). How much more is the person saying? Let's say you started in forensic mode — switch to judging mode. Again — what's changed?

In your next sales call, notice your listening style — try to keep yourself in learning or forensic. I guarantee you'll make a better connection than if you'd stayed in judging mode.

Looking Ahead

Paying attention to how we listen takes a lot of conscious effort. It's well worth the work because it changes how people respond and share with you. Listening is all about taking in information. And so is paraphrasing, which is coming up next.

And, as I keep saying, the more you understand another person and their view of the world, the more you can develop an effective relationship. This is especially true in business, where people often don't take the time to get to know one another other than to perform their business exchange. Building good business



relationships gives you a definite edge, and it certainly can differentiate you from your competitors.

Remember if you want to talk with us about How To Who, just send me an email at support@HowToWho.com and tell me what you want to discuss.

I'll send you the access information so you can join us. We talk on the 4th Wednesday of each month at 3:00 PM Eastern Time.