

The Biggest Sales Mistakes - Number 4

You know, it's amazing how the biggest sales mistakes are often the simplest.

Take Mistake Number 4 in my report ["The 9 Biggest Sales Mistakes"...](#)

"Too much talking, not enough listening"

Very common in business generally, extremely common in sales.

Modern selling is much more than pitching and overcoming objections. It's about rapport, consultation, engagement - and making connections in a whole new way.

Think about your customer and prospect meetings, the chances are **you're** doing most of the talking. Ouch. All those lost sales!

Listening...

...is a vital skill that is often neglected and yet is crucial to succeeding in sales.

Before responding during a conversation, be aware of the five stages of effective listening:

1. Hearing - taking in the sound
2. Listening - Really paying attention and trying to make sense of what you are hearing
3. Understanding - Checking with the other person to make sure you have taken in what they said in the way they intended
4. Acknowledging - letting the other person know you have heard and understood what they have said
5. Responding - your response to what has been discussed

On many occasions people go straight from stage 1 to stage 5! They jump to conclusions, miss vital information and leave the other person feeling misunderstood



or ignored.

Learning to implement these stages naturally will rapidly enhance your listening skills and make you a much more effective sales professional.

Ask a question - then SHUT UP!

When you ask open questions your client will go into dialogue to respond which gives you the opportunity to learn more about them.

Once you've asked an open question it's really important to SHUT UP! - and listen. Let your client answer without interruption. Focus on listening 100% and don't be distracted by internal thoughts or dialogue. Thinking about the next question will stop you hearing useful information.

The next question is easy when you listen - it comes naturally from your client's response.

When listening - avoid distractions. Those golden nuggets of information may well be buried. Give them the attention they deserve. As they respond to your insightful open questions, when they have finished, leave a gap of a few seconds before you speak. On many occasions you will find the most crucial information follows after this short gap.

Spend time with a work colleague and practice listening. Ask open questions and listen to the answers without verbalising any comments or opinions. Feedback to them your understanding of what they said to check how effective your listening skills are.

Start with one or two questions building up to 5 or 6.

By the way - if you're wondering what the other 8 Biggest Sales Mistakes are - [**click here and get the report.**](#)

Until next time.

Leigh

[PS: Love what you do...BUT scared of selling? Register for my March Sales Workshop HERE](#)

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