



# Secrets to Selling in the New Economy

## THE POWER OF LISTENING

*"Never miss a good chance to shut up."* – Will Rogers

### DESCRIPTION

Sales people talk. Sometimes loudly. They explain, demonstrate, point out, provide good reasons for, guarantee, promise, and on and on. Sometimes they even interrupt their customer or potential customer to make their point. However, real sales success in an age when customers are savvy about what they want and have more purchasing choices than ever is listening. Listening is more than a step in the selling process. Successful sales professionals know that the communication skill that transforms the buyer-seller relationship from skepticism to trust is the ability and willingness to listen to their customers. In this interactive presentation, Sandy Smith highlights practical ways we can all become better listeners in our professional and personal lives.

### LEARNING OBJECTIVES

- Discover the power of questions – the secret of productive conversation between seller and buyer.
- Develop the skill for using thought-provoking questions to better understand your customer's sense of urgency, level of fear, and expectations.
- Learn the role of listening in enhancing trust between seller and buyer.
- Master the process for screening out distractions that prevent you from being fully present with your customer.
- Become aware that most men must make greater effort to listen empathetically in communicating with women customers.
- Learn how to be an active listener.
- Complete a Personal Listening Profile that highlights the five most common ways we listen and identify your most natural listening style.

### STYLE OF DELIVERY

Customized to audience, client objectives, and time allotted for delivery. However, presentations typically incorporate such highly effective elements as:

- Extremely animated oral presentation that incorporates practical examples and, often, humor to drive home main points
- Bold, imaginative presentation graphics that maximize visual impact and minimize text
- Short, highly engaging movie clips that demonstrate or reinforce key messages
- Small highly engaging group exercises and discussion
- Open Q&A
- Closing summary of key points that can be applied in the workplace and serve as reminders

### SANDY SMITH BIOGRAPHICAL SUMMARY

Sandy Smith is a speaker, corporate training specialist and executive coach from Oak Ridge, Tennessee. He develops and presents educational seminars and workshops for leading organizations in such diverse areas as healthcare, manufacturing, marketing, retail, and U.S. government. Sandy also coaches senior executives in giving high impact presentations. Sandy is a member of The National Speakers Association and The World Futurist Society.