

Sales tips



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Don't Change the Subject

Everyone likes acknowledgement and feeling like their viewpoints have been fairly received.

Thousands of classes, books, seminars and workshops endorse the idea of 'understanding the customer's needs.' No argument there, because when a customer feels like their views are fully

understood a deeper level of intimacy and rapport usually occurs. Acknowledge what a prospect is saying by paraphrasing or asking clarifying questions. If you change the subject, too quickly it will convey that you are not interested, and that you are not listening. How do you feel when you share something important to you and your listener does not respond but instead brings up a new subject. Listen and paraphrase, but do not judge until you have full clarity.

"Seek first to understand, before you seek to be understood." - Stephen Covey

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