



The CONNECTION™

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The Four Point Listening Plan

Listening is a strategy, not simply an act. Like any strategy, you need a plan to implement it. Here's Communispond's 4-point plan to ensure you're listening closely:

1. Focus on the speaker, both physically and mentally
2. Actively process what you see and hear. Ask lots of questions and don't ignore subtle signs of resistance without investigating
3. Pause, and check for understanding
4. Choose the correct response based on steps 1- 3

Don't go into a sales call without doing a reality check on your ability to focus clearly on the customer and listen to everything they say, as well as what they don't say. The deal lies within that conversation.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com