



The CONNECTION™

August 2, 2007

"Tone-Deaf" Salespeople

When someone is tone-deaf, they are unable to distinguish high tones from low tones, so music is pretty much lost on them. They "hear" the music, but it doesn't mean much. Ironically, many salespeople suffer the same problem.

Sales tone deafness comes in two forms: The hopelessly optimistic and the pessimistic.

To optimists, everything is a buying signal. While this keeps their attitude positive in the face of rejection and objections, they can often miss subtle signals that can derail a sale or, if ignored, can become stumbling blocks later. These folks need to listen more to subtle signals of vocal tone and body language.

Pessimists, on the other hand, need to realize that questions and objections aren't necessarily deal stoppers, just a chance to reinforce their message. Words like "almost," "question," and "problem" need to be specified in a positive manner, rather than imagining the worst-case scenario.

We need to hear what's really there-in all its nuance and subtlety.

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