

Active Listening

Great sales people are outstanding listeners. Taking the time to hear and understand others (clients and stakeholders) creates a foundation of credibility and rapport from the get-go.

Active listening is being fully engaged in conversation with others. Begin with questions you are genuinely interested in. You are looking to gain insight, so listen to the responses carefully. Then, restate what you've heard to reconfirm your understanding.

Ideas

Here are a few concepts to consider to receive maximum benefit from being a great listener.

1. **Respect.** Showing that you care what the other person says and are listening enhances your interaction and relationship with them.
2. **Influence.** The most gifted financial advisors are often the best listeners in their firm. Having that gravitas gives a high-level of influence externally and internally.
3. **Reciprocity.** When you demonstrate an attitude of a good listener, meaning you are genuinely interested in what the others say, they, in turn, will tend to listen more attentively when you respond. It works both ways.
4. **Culture.** Firms that value listening tend to have a community that values what others have to say. Clients will pick up on this as well as internal stakeholders. Everyone benefits from the open sharing of insight, both internally and externally.

Perspective. A firm with a culture of listening provides an environment where others feel comfortable sharing their thoughts. Often this leads to new knowledge and positions that give benefit to all involved. Much can be learned when we take the time to listen.

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