

Active Listening

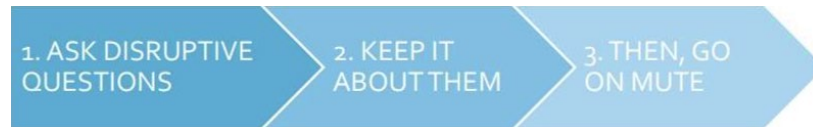
Active Listening - Type of active communication that goes beyond just hearing the words that someone is speaking. It is when you have the primary goal of understanding what is being conveyed to you so you can problem solve.

1. Step 1 – Listen

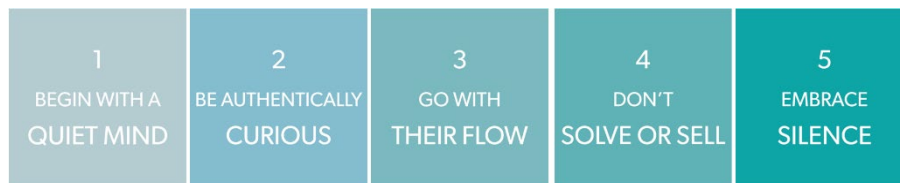
- Do not talk over them
- Use verbal and non-verbal encouragers
- Listen to the words but also stay in tune with their feelings and emotions through their non-verbal cues (tone)

2. Step 2 – Effectively Question

- Use open-ended questions to hear the prospect's story



- Radically Authentic Discovery (RAD)
 - 1 – Ask disruptive questions about their business, about them, and about your company
 - 2 – Stop talking and listen



3. Step 3 – Reflect, Repeat, Reframe

- Create a statement where you:
 - Reflect on the speaker's feelings.
 - Repeat what they said back to them in their own words.
 - Reframe the narrative where you capture the essence of their communication, remove negative framing, and move toward problem solving.

4. Step 4 – Agree & Act

- Make sure the customer agrees with how you reframed their narrative.
- Take action to determine what your next steps are with the client. Schedule a meeting or determine the next course of action you will take together.

Active Listening at MarketSource

- **What could you be active listening for?** You first need to reflect on what part of the buyer's journey you're participating in. Our purpose is to get them to commit to taking that next step in the buyer's journey.
 - **Listen to:**
 - Understand where the buyer is in the process.
 - What the buyer needs from you.
 - Whether this is a good account, or a good fit.
 - What the buyer is interested in.



Photo: Colleen Tighe | The Balance