

DISCIPLINED LISTENING

Sell Like an Interrogator – The Disciplined Listening Method

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Maintain a Learning Mentality

- Stay patient
- Be aware of your behavior and biases
- Demonstrate respect and empathy

Selling Means Teaching

- Lead buyers to new ideas and perspectives
- Questions can be perceived as invitations or attacks

Demonstrate the Two Core Components of Trust

- Character
- Competence

Reverse Engineer Your Strategy

- Lead to your best point
- Why shouldn't they buy from you?

Precede Tough Questions

- Demonstrate understanding
- Illustrate knowledge

Look for Deception Not Discomfort

- Gain insight into motivations and intentions
- Follow the four steps to evaluate communication

Leverage the Indicative Index

- Provide a list of potential motivations, objections or excuses
- Allow your buyer's reaction to dictate the direction of the conversation

Take Bullets Out of Guns

- Diffuse arguments before they start
- Introduce contentious information before your buyer can

Accept – Reframe – Justify

- Don't argue, accept
- Turn reasons they "can't" into reasons they "should"

Capitalize on Assumptive Questions

- Create interim agreements
- When they hesitate exaggerate



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