

# Reflective Listening: The Key to Better Sales Calls

**78% OF SUCCESSFUL REPS SAY THAT LISTENING HAS AN EXTREME/SUBSTANTIAL IMPACT ON CONVERSION RATES.**

2019 Salesforce State of Sales Report

ANONYMOUS

But what if I'm not a good listener?

RYAN V

Don't worry! Listening is a skill, and every seller can get better at it with practice. Here at Revenue.io, we recommend using reflective listening techniques.

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What's reflective listening?

RYAN V

Reflective listening is when you repeat what a prospect is saying in a conversation. It was first created by psychologist Dr. Carl Rogers, and has been adapted by therapists, community organizers, professional negotiators and business professionals interested in helping their clients — or prospects — feel heard and understood.

## YOU CAN REFLECT BACK WHAT SOMEONE IS SAYING IN ONE OF THREE WAYS



**1**

As a question

"My SDRs aren't ramping quickly enough."

"Quickly enough?"

Reflective questions encourage people to clarify or expand on their original statement.

**2**

As a running summary

"There are too many tools in my sales stack, and it feels like my reps are just spending all of their time fiddling with features and not selling. And somehow, it's still too hard to understand what's working."

"What I'm hearing is that there are too many tools in your stack, and it feels like your reps are wasting time in features instead of selling. I'm also hearing that you're struggling to understand what's working."

These running summaries show the prospect that you're really locked in and listening, and like a mirror, invite them to continue.

**3**

Observing the prospect's feelings

(naming the emotion or experience).

"Repeating the same sales training over and over is driving me crazy."

"It sounds like you're frustrated because your reps aren't retaining information."

These statements, which negotiation expert Chris Voss calls "labels," often start with "It sounds like..." "It feels like..." or "It seems like..." Labels reassure the other person that you're listening, and confirm not just what's happening for them, but how it makes them feel.

The key to being a good listener is to be genuinely curious about the other person.



## WHAT ARE THE BENEFITS OF REFLECTIVE LISTENING?

OF REFLECTIVE LISTENING?



**1**

It puts the focus of the conversation on the buyer and their challenges, rather than on your products.

**2**

It helps to build relationships with prospects more quickly.

**3**

It gives you more information than you would otherwise have, since prospects will be encouraged to clarify, confirm, or expand on ideas.

**4**

It makes it easier to listen closely and focus on calls, since you're thinking about what they're saying (rather than about what you'll say next).

**5**

It encourages natural, authentic conversations.

**6**

It leads buyers to realize for themselves if your product is a good fit for what they're trying to solve, which is more persuasive than if you lead them to it.

**BUYERS RANK "ACTIVE LISTENING" AS THE #1 SKILL OR TRAIT THEY WANT FROM SALESPEOPLE.**

The LinkedIn State of Sales Report 2020

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Active listening?

RYAN V

Yep, that's another name for reflective listening. And nice reflecting, by the way! You're getting the hang of this already.

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Thanks! What if I want to remind reps to listen more often on calls?

RYAN V

You can do reflective listening training, and our Revenue.io products also measure listening time and encourage reflective listening with real-time guidance while reps are on calls. For example, if a rep is blathering on and on, imagine if they could get a real-time nudge suggesting they pause and re-focus on reflecting what they're hearing from their prospect.

Learn more about real-time guidance at [revenue.io/realtime](https://revenue.io/realtime)

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**Ryan Vaillancourt**  
VP of Sales at Revenue.io

He's passionate about helping other sales leaders solve the messy tech process stuff that gets in the way of what he loves about sales — listening, coaching, building relationships and solving big problems for our customers.