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





OF REFLECTIVE LISTENING?

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

It gives you more information than you would otherwise have, since prospects will be



It helps to build relationships with prospects more quickly.



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).

encouraged to clarify, confirm, or expand on ideas.

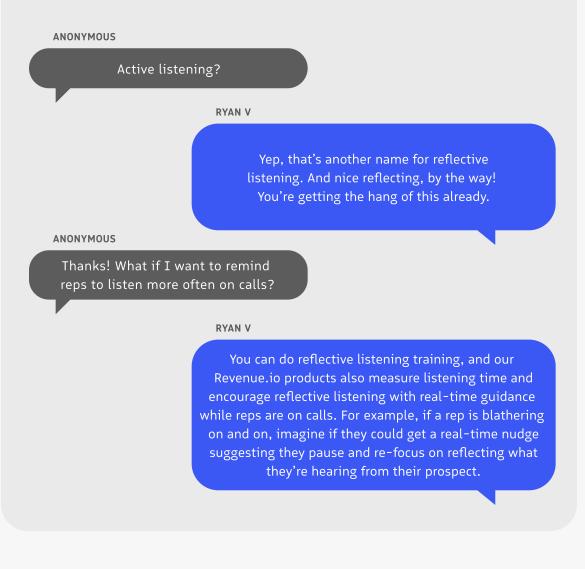
It encourages natural, authentic conversations.



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



Learn more about real-time guidance at <u>revenue.io/realtime</u>





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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.