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How listening can improve your sales

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Nobody could deny that in the early years of the 21st century Apple have dominated the smartphone market. Apple's app store has certainly helped them to achieve their status and until now Apple have maintained an iron grip on what apps are accepted into their store.

Much to the annoyance of some app programmers, this has been to the exclusion of apps created using software which enables programmers to quickly and easily convert an app designed for another platform into one that will work on Apple technology. Apple now claim to have listened to the demands of their market and have decided to relax this rule against cross platform application development.

This may well be true, but the cynic in us thinks that this new policy of "listening" may have something to do with the 886% increase in Google's Android-based smartphones as opposed to Apple's own 66% increase in the same period. Listening to your customers is a smart move for any company, but fear also offers good motivation to start listening to them a little more intently.

Call us on 0800 433 4044 to find out how you can work more effectively with your clients.



What to do when it all goes quiet

They say "silence is golden", and this is never more true than in a negotiation. Playing the pauses is a powerful sales strategy that is often used by both sides in a sales environment to unnerve, draw out vital information and negotiate a better deal.

Our latest article "[Don't fear the silence](#)" shows you how to handle an uncommunicative customer, and how to use pauses to great effect to win the trust of potential clients by truly listening to their needs and using this



Why listen when there's so much to say?

Salespeople love to talk, but in today's market it's listening that must be prioritised when selling to customers.

You could deliver a word-perfect pitch to a customer, but if you've not fully understood their needs it will fall on deaf ears.

"Listening out for sales success" is about the importance of knowing when to stop talking and how listening plays its part in winning customers, not just sales.



Tip of the Month

Your potential customers are more interested in a dialogue than a monologue.

A sales pitch is a one-way conversation that is usually based on massive assumptions.

To do away with such ambiguities and to focus your sales efforts on exactly what the prospect wants from you ...ask them what it is first.



Joke of the Month

A chicken farmer was having problems with his chickens.

They had started to quarrel with one another, and in the fights that ensued a number of chickens were wounded and each day many of them died.

The farmer was at his wits' end watching his stock dwindle so he hurried to see a consultant to ask him for a solution to his problem.

"Add baking-powder to the chickens' food," said the

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consultant. "It will calm them down."

After a week the farmer went back to the consultant and said: "My chickens are still fighting with one another and continue to die. What shall I do?"

"Add strawberry juice to their drinking water. That will help for sure," was the advice.

A week passed, and again the farmer came to see the consultant: "My chickens are still quarrelling. Do you have any more advice?"

"I can give you more and more advice," answered the consultant. "The real question is whether you have more chickens."

- The Incisive Edge team



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