



# ARE YOU HEARING OR LISTENING?

## Remember these lessons

- 1 Your customers' words and their intent may sound different at times. It's important to learn their true intent. You don't do that by hearing them; you do that by listening to them.
- 2 When you know the true intent of the customer, you can adjust your presentation to their needs.
- 3 Example: "Do you have a different/better carpet?"
  - a. If the customer uses the word "different", politely bring the price down.
  - b. If the customer uses the word "better", they are saying they can afford a better carpet.
- 4 Customers really appreciate when you listen to them and care about their needs, their wants and their values.

## Use these best practices

- Actively listen to the customer. Listen for the emotions in their words. Listen for the true intent behind their words.
- Reflect back to your customer what you think they're really trying to say to make sure you got it right and let them know that you are listening.
- Adjust your presentation according to the intent your customer's words communicate.

## The results you'll see

- You'll be able to uncover the unspoken intent of your customers.
- Your presentation will be customized to the needs and intents the customer is communicating.
- Customers appreciate when you listen to them and care about their needs, wants and values.

## Ask yourself

- Think of a time you sensed that a customer had something on their mind that they were not directly communicating. Did you uncover their true feelings? How?
- What common phrase or statement do you hear customers say that typically indicates an unspoken need, want or value?
- Has a customer ever accused you of not listening? If so, how did you address the situation?

**Hear (/hɪr/)** – perceive with the ear the sound made by someone or something

**Listen (/ˈlɪs(ə)n/)** – take notice of and **act** on what someone says

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