

Sales Techniques - The Power of the Pause in Selling

If you are in sales, you were probably taught and conditioned to present a solution as soon as you hear a problem. Listening without speaking actually runs counter to the instincts of most sales training. It's almost a habit for many people to interrupt.

How do you feel when you're interrupted before you finish your thoughts? Do you feel frustrated? Annoyed? Like you are being sold to? Listening carefully to customers isn't easy but the rewards are great.

Here's a powerful sales training tip – the pause. This means waiting, and not jumping in at the first opportunity.

Here are some reasons to pause:

- Your customers may be stopping to take a breath, or to gather their thoughts.
- They may be gauging your interest in their point of view, to see if you're listening or simply waiting to jump in. When you resist the urge to jump in, you are often pleasantly surprised to hear that there's more, and it is important.
- Most people feel uncomfortable with silence, so they rush in to fill the void. Instead of you rushing in, why not let your customer fill the void?
- Your customers feel validated and important when you give them a chance to elaborate on their thoughts.
- Pausing gives you time to think before you respond to a question or objection.

Tips on how to pause

- Minimize distractions. Focus on your customer or on a notebook. If you look out the window and notice a traffic jam, your mind will jump to getting to your next appointment, and you'll lose what the customer said.
- Use the most natural reason to pause, which is curiosity. If you really want to hear what your customer has to say you will pause naturally as you wait for them to elaborate.

So, the next time you ask a question, pause and wait for the answer. And really listen to the answer. When the speaker stops for a moment, pause again instead of rushing in.

You'll both win, because they get a chance to finish their thoughts, and feel validated. And you're more likely to get valuable information that you might not receive otherwise.

You are invited to use this sales technique to increase rapport and sales.

You are also invited to receive 2 free reports when you sign up for "Communications Capsules" at <http://www.Impressforsuccess.com>