

LISTENING AND INFLUENCING FOR CUSTOMER LOYALTY

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Listening is to ***UNDERSTAND***
what your customer is trying to
communicate,
not necessarily ***AGREE*** with it.

Once in contact, you cannot NOT
communicate.

OBSTACLES AND FACTS

OBSTACLES

Gender & Age
Status
Personality clashes
Hidden agendas
Cultural differences
Locked in labels
Poor listening skills
M.O.M.s
Poor environment: multitasking
Inability to change perspectives
Over-enthusiastic

Rush to judgment
Hear but don't listen
Mixed messages
Cranial Woodpeckers
Evaluating
"Here we go again"
Rough history
External distractions
On the fly
Accusing/blaming
Resigned/ reluctant

LISTENING FACTS

- Listening = 40%
- Talking = 35%
- Reading = 16% (and all reading is auditory)
- Writing = 9%

LANDMINES AND LINKERS

LISTENING LANDMINES

- Interrupting
- Assuming
- Mouth open/ ears shut
- No paraphrasing
- Judging tones
- Personalizing
- Body language (all sorts)
- Excessive nodding
- Cranial woodpeckers
- Competing
- “Yes, but...”



LISTENING LINKERS

- “Yes, and...”
- “You may be right...”
- “It seems that...”
- “If I heard you correctly...”
- “Do you know what...”
- “That’s an interesting idea, what if ...”
- Ask don’t tell



THE ANSWERS ARE IN ???

THE ANSWERS ARE IN THE QUESTIONS

As listeners, we can never know what is really going on inside someone else, but clues are everywhere and questions are the keys.

- Asking a good question requires purposeful thinking.
- Good questions are always related to your intention.
- When you ask a question, you are **not** telling someone what to do.
- Questions keep both sides from becoming defensive.
- “ Why ” does not work.
- “ Who, what, when, where, how ” work better.
- “ What else do you need right now? ”
- “ Yes, and we are... ”
- “ Have I explained what we have done for you so that you completely understand? Can you tell me what is still not clear? ”
- “ What else can we do to (solve, correct, change) it? ”
- “ Would you like me to tell you how I am going to help you? ”

LISTENING STYLES*

TYPE	FUNCTION	PURPOSE
Appreciative	(<i>FEELINGS</i>)	relax and enjoy
Empathic	(<i>FEELINGS</i>)	support sender's concerns
Comprehensive	(<i>FACTS</i>)	getting the gist of it
Discerning	(<i>FACTS</i>)	get full details
Evaluative	(<i>FACTS</i>)	make decisions draw conclusions

MY GUESS OF MY USUAL STYLE

*Inscape Learning

KEEP IN MIND

- The best listening is the most appropriate to the situation and intention.
- Control brain scum of stress hormone cortisol with a spritz of calm. Take five.
- Distractions can come from inside or outside.
- Increase your control by increasing your self-awareness.
- Separate the person from the behavior.
- The meaning of your communication the response you get. Others are our biofeedback registers.
- Understand the other's point of view. You do not have to agree; just understand.
- We respond to others based on how they listen to us.
- Listening is a rigorous and mindful experience and practice opportunities are infinite.

DO

DO

- PEOPLE WANT TO BE PAID ATTENTION TO
- PEOPLE WANT TO FEEL VALUED
- TUNE IN WITHOUT THE INTERNAL WOODPECKER
- MAKE EYE CONTACT
- KNOW YOUR BIASES AND FILTERS
- ONLY YOU CAN CHANGE AND YES, THAT CAN INFLUENCE OTHERS
- SHOW INTEREST IN CUSTOMER: FAMILY, BDAY, "THANK YOU" AND MEAN IT
- CALL CUSTOMER BY NAME: THE MOST POWERFUL WORD IN THE ENGLISH LANGUAGE IS YOUR NAME
- DO ONLY ONE THING AT A TIME, WHEN POSSIBLE
- REDUCE DISTRACTIONS WHEN INTERACTING WITH YOUR CUSTOMER
- PAY ATTENTION TO CUSTOMER WITH ALL OF YOU: WORDS, VOICE, BODY LANGUAGE AND ACTIONS
- FOR CONFLICT: USE "YOU KNOW WHAT?..." TO BREAK THINGS OR "YES, AND..." TO CONNECT
- LISTEN MORE NOT OPPOSITIONAL (LMNOP)
- LISTEN WITH CURIOSITY
- EMPATHIZE : REVERSE ROLES
- LET THE CUSTOMER SAY WHATEVER NEEDS TO BE SAID AND WAIT: WORDS ARE GONE ONCE SAID
- LISTEN WITH INTENTION TO UNDERSTAND, NOT NECESSARILY TO AGREE
- SILENCE YOUR WOODPECKER
- USE "I" STATEMENTS MORE THAN "YOU" STATEMENTS
- EXPLAIN WHAT YOU ARE DOING, OR HAVE DONE, IN WAYS THAT CUSTOMERS CAN UNDERSTAND
- COUNT TO 10
- WAIT FOR THE 3RD WAVE BEFORE MAKING YOUR FIRST RESPONSE
- DELETE LABELS WHICH CAN LOCK YOU INTO YOUR OLD BEHAVIORS
- LISTEN FOR KEY CRITERIA AND OFFER IT BACK TO CUSTOMERS
- ACKNOWLEDGE CUSTOMER'S VALUE
- WHEN REALLY IRRITATED, "I LOVE YOU TOO AND HAVE A BEAUTIFUL DAY" WITHOUT SARCASM
- W.A.I.T
- W.I.I.F.M

DON'T

- LISTEN OPPORTUNISTICALLY = ONLY TO INTERRUPT
- INTERRUPT
- CONTAMINATE PRIOR ANGER WITH CURRENT SITUATION
- LET PERSONAL PROBLEMS INFLUENCE YOUR PROFESSIONALWORK
- CATCH THE ANGER VIRUS FROM YOUR CUSTOMER
- BECOME A PUPPET
- STOP COMMUNICATING WITH CUSTOMERS
- BE IMPATIENT
- PRESUME
- JUDGE
- JUMP TO CONCLUSIONS
- BAD MOUTH WITH OTHERS ABOUT CUSTOMERS
- MULTITASK WHILE WORKING WITH ONE CUSTOMER
- FORGET TO TAKE A BREAK
- TRY TO CHANGE THE CUSTOMER
- RAISE YOUR VOICE
- LET YOUR FEELINGS DRIVE THE BUS
- TAKE THINGS PERSONALLY
- USE SPEAKER PHONES
- FORGET THAT EVERY CUSTOMER IS INCREDIBLY IMPORTANT

Words account for only 7% of the total face-to-face transmission of information. (It's 16% on the telephone!).
The rest of the message comes through tone of voice (38%) and body language (55%). Think about how cavemen basically grunted and communicated non-verbally!

Words hardly mean anything and can never be trusted if there is a lack of congruence with the rest of your delivery. Use your whole self when communicating and with your rods,
tone and body
language you will be able to provide improved customer service.

Smart Questions: The Essential Strategy for Successful Managers

Dorothy Leeds

Listening to Conflict: Finding Constructive Solutions to Workplace Disputes

Erik J. Van Slyke

LISTENING BELOW THE LINE

**“You gave me the wrong amount on my money order last week
and now they are going to turn off my lights!”**

- FEELINGS
- WORRIES
- EMOTIONS
- CONCERNS
- IMAGININGS

TIP SHEET

WHEN YOU ARE SPEAKING

- Check your non verbals, look interested in the other person
- Maintain eye contact at least 2/3 of the time
- Encourage others to speak
- Pace the other person (hand patterns exercise)
- Know what you want to say and position it wisely
- Know what your receiver's listening approach
- If you have to confront, know how far to probe and try to avoid "why"
- Attend to congruence or lack of by listener's non-verbals. Bring it up and clarify
- Use familiar terms, don't overwhelm or define terms that are not familiar
- Ask questions and paraphrase to be sure that you that your message has been received
- Help listener to remember, tie things back to familiar, new or improved

WHEN YOU ARE LISTENING

- Remain neutral- avoid giving advice, agreeing, disagreeing, criticizing or interrupting
- Give complete attention, use verbal and non verbal feedback
- Take notes, if appropriate
- Check out your assumptions as you analyze non-verbals and feelings.
- Restrict distractions and obstacles; internal and external, phone calls and woodpeckers
- Hold off on rebuttals because listening is to understand the other's view, not agree with
- Gain verbal agreement because silence does not always indicate it
- Listening is hard work
- Use questions that work: open-ended, closed ended and no "why" unless for the future
- Understand that listening is a gift

*People through the years don't remember what you've said or what you've done.
However, they NEVER forget how you made them feel.
-Maya Angelou*

MY NEXT STEPS

Past Customer Situation : One past situation that did not go well and how was I listening to my customer?

- Circumstance: _____
-
- My intention was to _____
-
- What did I do? _____
-
- How did I listen? _____
-
- What happened? _____

Future Customer Situation: One future situation that I plan on going well. How I will listen to and influence my customer?

- Circumstance: _____
-
- My intention *is* to _____
-
- What *I will* do _____
-
- How *will I* listen? _____
-
- How will *I know* it *will be* successful?
