

Listening

Why listen? What's in it for me? In today's frantic business world is it not more important to talk, get your point across, and persuade others to your point of view? Well ... no!

The greatest respect that you can show a client, colleague, boss or prospect is to actually listen to them. And the payback is massive. Research has shown that by simply listening to someone for five minutes, encouraging them to talk and showing that you are interested will generate huge rewards for you as follows:

- The person who has been talking will perceive you to be a great conversationalist (even though you have only been listening!)
- You will be perceived as someone with authority
- You will be seen as influential
- You will be liked

... and all this for not saying anything!

When you want to listen closely to someone here are a few guidelines that will help:

- Create space in your head for their message and ignore distractions such as your own self talk and so on.
- Show you are listening. Clarify points by helping the speaker to articulate their message clearly.
- Respect the speaker's point of view or message – even if you don't agree with it
- Be genuinely interested in what the speaker is saying
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You can also employ the three second rule to great effect in this and other situations. Pause three seconds after the person has finished speaking to give them a chance to continue. It is often the case that the most interesting insights come in the second or third phase of discussion. Most people never reach this level in a conversation so you may well be uncovering something totally new that this person has never talked about before.

If this is a key customer or other influential person in your business or life, helping them to articulate something new like this will put them forever in your debt.

I trust that you have found this useful. Please feel free to forward this document on to anyone that you feel will benefit – but remember to include my copyright.

Coaching Questions

As a coaching organisation, it is our role to ask more questions than we answer. So, in order to help your thought process along here are three coaching questions to consider:

- 1) Which listening exercises appeal most to you?
 - a. Who are you going to practice on first?
 - b. When?
 - c. What results do you want from the conversation?
 - d. How will you remember to practice your listening skills?

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Unleashing your limitless potential

2) How do you rate your listening skills right now?

a. Rate your skills against these categories:

- i. Respect 1 ----- 10
- ii. Empathy 1 ----- 10
- iii. Clarity 1 ----- 10
- iv. Genuine interest 1 ----- 10

b. How could you improve your skills in each of these areas to give yourself 10 out of 10?

Please do email me (simon@apexcoaching.co.uk) your answers to these questions and I will spend an hour with you (for free) talking about your business and where you want to take it.

About Apex Coaching Ltd

Apex Coaching helps people and companies find and release their latent potential for the benefit of themselves, their company and the wider community. They do this by using a mix of Business and Personal coaching techniques combined with hands-on experience of running businesses.

The core areas that Apex Coaching focuses are:

Leadership. Every division of every department of every company needs leaders. Leaders are people that take responsibility for making a difference. They are highly valued by companies for the contribution they make and quickly progress through the company ranks. Apex Coaching's approach is to help you grow your own leaders and leadership skills.

Empowering people to become leaders is the quickest and most effective way to grow the person and grow the person's contribution to the company. Whether you run a company, own your own business, or work for someone else, developing your leadership skills will make a huge difference to your life. Apex Coaching will help you become a leader.

Business growth. It is the natural role of businesses to grow. If a business is not growing (or not growing fast enough), there is something wrong. Apex Coaching will bring sales, marketing and management coaching to bear to help you get back onto your growth track and begin to aim for exponential growth – you can do it with the right help!

Sales growth. The only consistent differentiator between companies today is their ability to sell. Production, product development, distribution, etc can all offer transitory advantage to a company, but competitors quickly catch up. The only way to consistently outperform is to excel in sales. With a strong background in sales and sales management, Apex Coaching is ideally placed to help you to gain this competitive advantage – for good.

For more information please:

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