



MBD^{insight} #26

You Will Never Listen Yourself Out Of Business.

This insight is one of the better understood principles, relating to the difference between traditional sales and Business Development. Simply put, if your objectives are to develop business with your prospects, you learn more by asking questions and listening than by doing the talking.

Traditional salespeople have a need to educate prospects to their problems and the obvious solutions, which only they have to offer. They are convinced that this process will “educate” the prospects into buying their products or services. The fatal flaw in this thinking is assuming the prospect is ignorant. That’s a lethal assumption. Prospects know what their world looks like, what problems they are experiencing, and what motivates them to engage with someone in getting solutions. You win over your prospects by listening to them, rather than telling and “selling” them.

The ability to master Socratic Questioning, asking intellectually and emotionally challenging questions to draw out your prospects’ concerns and truly listen to them without your motor running, is the mark of a true professional in the role of Business Development.

Win over your prospects by listening to them, not telling and "selling" them.

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5935 Carnegie Blvd. Charlotte, NC 28209
704.553.0000 Fax 704.553.0001 www.mbd.com



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