

10 Keys to Active Listening

- 1. Resist distractions.** Ignore external noises while you focus on what the other person is saying verbally or nonverbally. Ignore the internal noise that we all have.
- 2. Take notes.** Most people remember about 50% of what they hear. Take notes to help you recall the full conversation.
- 3. Let people tell their story.** When getting to know someone and his or her business let the person tell the story the way here's she sees it. A great deal of valuable information is revealed in the person's narrative. Save your clarifying questions for later.
- 4. Offer verbal feedback.** Let your client know you are paying close attention by giving verbal clues. Yes, OK, sure, I understand
- 5. Listen selectively.** Read between the lines. Look for the important messages that people convey in the way they say things. Sometimes what they mean to say is contained in what they leave out. Watch their body language.
- 6. Relax.** Create an environment in which a prospect will feel comfortable telling their story. Don't chime in with your two cents worth it every opportunity.
- 7. Listen with your entire body.** Show your listening by leaning forward in your chair. Keep your arms uncrossed. Use good eye contact and not in agreement when appropriate. Try not to react to negative comments.
- 8. Be aware of personal space.** If you're standing next to someone don't stand in his or her face. Give people their space.
- 9. Ask questions.** Ask the types of questions that will help you help your client. Use open ended questions.
- 10. Care about your client.** If you do not sincerely care about people, you will have a hard time being a good listener. Remember there is no such thing as an on interested speaker only an interested listener's.

Compliments of

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