



# INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

"Most people do not listen with the intent to understand; they listen with the intent to reply. They're either speaking or preparing to speak."

- Stephen R. Covey

## LISTENING TO UNDERSTAND

**Pre-Work:** Participants complete an online listening diagnostic before the training. Results from this pre-work will be used throughout the session.

### Agenda (half day):

- Core listening concepts.  
*Talk less, engage interest, prevent objections.*
- The internal dialogue.  
*It's not just what you say out loud, it's also what's inside your head.*
- Telephone rapport skills that impact listening.  
*Verbal matching, check-ins, and more.*
- Engaging the advisor (so you have something to listen to).  
*Benefit headlines, first questions, small questions with big impact.*
- When "yes" sounds like "no".  
*Handling verbal cues and tone of voice objections.*
- Note-taking.  
*Yes, note-taking.*
- Confirming understanding.  
*Boil it down to what's important and make sure you really understand.*

**Reinforcement:** In the three weeks following the training session, participants will receive a series of three emails with additional insights into listening with the intent to understand.

### About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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