Stop Talking, Start Listening
More Engagements = More Patients

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**The Importance of Listening**

Selling is mostly listening
"When people talk, listen completely. Most people never listen."

-Ernest Hemingway

Study

Of approximately 8,000 business people, almost all are above average or average listeners."

But, the average person has a listening efficiency of 25%**

*Haney, W.V. (1979), Communication and interpersonal relations. Homewood, IL: Irwin


Disturbances in Listening
Hearing Problems

- Speakers voice is too low
- Background noise is too loud

Mentally not listening

- You are pre-occupied
- You are too busy thinking about how to respond

Confused

- You clearly don’t understand but you don’t ask them to clarify anything
What can you do to listen better?

- Step 1: Understand what type of listener you tend to be
- Step 2: If you aren’t already an Active Listener, take steps to become one

Types of Listeners

Three Basic Types of Listeners
1. Competitive or Combative
2. Attentive or Passive
3. Active or Reflective
Competitive or Combative Listening

- You are more interested in promoting our point of view than listening
- Internally, you are forming your rebuttal
- You are impatient
- Only half listening
- You want to win

Example of Competitive Listening

- An elderly widow comes in to see you.
- She has inherited $5 million. She doesn’t know how to invest it.
- She is very unsophisticated, but she has some general ideas about her investment goals, which she explains to you as best she can.

Attentive or Passive Listening

- You genuinely listen
- You are interested in what they have to say
- Attentive in the conversation but passively listening
- You assume you understand everything correctly
- You don’t interact verbally
Active or Reflective Listening

- Most useful and important
- Genuinely interested
- Fully engrossed in what is being said
- You ask meaningful questions
- If you don't understand everything, you clarify
- When responding we repeat or rephrase our understanding of the message to verify before responding but not verbatim.
Let other people speak into the silence and listen quietly for the truth behind their words.

Becoming A Better Listener

4 Steps to Active Listening
1. Encouraging
2. Restating
3. Reflecting
4. Summarizing
Step 1: Encouraging
- Convey Interest
- Keep the person talking

Use Non-committal Words
- I see...
- Uh-huh...
- That's interesting
- What did you say then?
- What did he say when you said that?

Body Language Is Everything
- Mirror their body language
- Face your speaker
- Your chest should be facing them
- Lean towards the speaker
Body Language Is Everything

- Don’t look at your watch or other people/things in the room
- Have good eye contact
- Nod your head when appropriate
- What do you do with your arms
  - Behind back = demands authority
  - Crossed in front = closed off or angry

Why you shouldn’t interrupt

- You are rude
- You aren’t interested
- You are being disrespectful

Know When To Quit Active Listening

When you understand their message, it might be appropriate to respond with your own message
Step 2: Restating

• Show that you are listening and understanding
• Be empathetic

Use your own words to rephrase the situation

• Restate in your own words what you remember
  • If I understand you, you are saying…
  • In other words, your decision is…

Beware of your body language

Step 3: Reflecting

• Show that you are listening and understanding
Restate the conversation

• Restate their feelings or beliefs
  • You feel that…
  • You were pretty disturbed by this…

Beware of your body language

Step 4: Summarizing

• Pull together all important data
• Establish a base for further discussion
• Review progress

Restate, Reflect & Summarize Major Ideas or Feelings

• These seem to be the key ideas you have expressed…
• If I understand you, you feel this way about the situation…
Summarizing
• Use same energy level (their tone and rate of speech)
• Follow up with a question, not a statement
• Account the facts
  • Their thoughts and beliefs
  • Feelings and emotions
  • Wants, needs or motivation
  • Hopes and expectations

Beware of body language

Don't respond to just the meaning of the words.

Look for the feelings or intent behind the words.

Converting with Listening
80/20 Rule
- Listen 80% of the time
- Talk 20% of the time

Phone Call
- Majority of callers are asking for price
  - Need to listen to know the real objection
  - Can easily lose the prospect if you don’t handle it correctly

Consultation or Exam
- Fear and Money are the main obstacles that prevent scheduling
  - Listen for their incentive for being there, use that to overcome objections
  - Give them time to voice concerns
People can hear 4 times faster than others talk, which gives a skilled listener time to sort matters.

Keep your ears to the ground
- Review Sites
- Social Sites
- Surveys
- Messages
- Emails

Respond to those who talk
7 of 8 customer messages go unanswered within 72 hours.
- Sprout Social
The Importance of Responding
- Responding lets them know they are being heard
- Engages other users
- Keeps patients happy.

Recap
- The importance of listening
- Disturbances in listening
- Types of listeners
- Becoming a better listener
- Converting patients/prospects with listening
Thank You

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