

MARKET FACToids



Tune in to what your customers are saying by becoming a better listener and determining what your customers want. Maintain eye contact. Don't interrupt. Avoid distractions. Take notes. Ask questions.

Become a better listener to determine what your customers really want

By Rick Davis, President

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Are you tuned in to what your customers are saying...and not saying? There are many ways to connect with your customers, and becoming a better listener is one of them. Here are some tips from my book, *Strategic Sales in the Building Industry*, on how to be an active listener to determine what your customers really want.

Tip #1—Maintain eye contact

Look your customer in the eye to show respect and maintain focus on his or her message. This simple act allows you to “connect” with your customer and show respect when he or she is speaking.

Tip #2—Don't interrupt

Stifle the desire to “jump in” with information or questions while your customer is sharing information with you. Powerful salespeople show their security and appreci-

ation of a customer by not interrupting during face-to-face conversations.

Tip #3—Avoid distractions

Turn off your cell phone or pager during face-to-face customer meetings so you can focus all your attention on your meeting. If meeting in your office, turn off the computer and the phone to resist distractions.

Tip #4—Take notes

Nothing shows respect to someone like taking notes while they speak. By jotting down a few quick questions and followup points, you're showing that you are involved in the conversation...even when you're simply listening.

Tip #5—Ask questions with interest

Listen and keep an open mind to truly understand the viewpoints of your customer. Ask questions in order to hone in on what his or her needs are. Then, ask additional questions to help position yourself for a sale. **MM**

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AT A GLANCE

Ad closing date: December 1

Emphasis:

- Moldmaking
- Design Software
- Surface Treatment
- Machining
- Inspection/Measurement
- Medical Industry Technology Review

Bonus Distribution:

- Medical Design & Manufacturing West

Design Software: CAD/CAM/PDM integration—along with automated mold design; the value of a constant environment/software that controls tool engagement.

Surface Treatment: Mold finishing and polishing strategies, and ultrasonic cleaning tips.

Machining: Controller technology and defining constant velocity; remote machining; and waterjet technology in mold machining.

Inspection/Measurement: Reverse engineering; best and most practical measuring processes for specific applications including laser, vision and probe.

End Market Report: Medical Industry Technology Review

Product Technology Focus: Cutting Tools, Toolholders and Mold Material

