

## **Coaching Notes – Benefits of Listening (Part 1)**

- You learn something
- You get information about the client
- You'll understand a client's true needs
- You will be perceived as being courteous
- People will be more inclined to listen to you once they know you are listening to them
- You show someone you care
- It's safer - you run less of a risk of saying something offensive
- You can make more intelligent decisions
- You will feel more confident
- Selling is easier when you don't feel you need to do all of the talking
- You will make more accurate evaluations of people
- You'll be able to give an appropriate response when you do talk
- You will make less mistakes and decrease the number of times you say the wrong thing
- You will save time
- You will develop a reputation of being a good listener
- You will be more valued and trusted
- You will have less disagreements with people
- It will be easier to settle disagreements
- You will be a better coworker/family member/sales person