

Lesson #6

I Know You Think You Know What I Said, But...

Listening to What is Being Meant, Not Just What is Being Said. Ask yourself. Do you really listen to people? Do you really listen to and actually attempt to understand what they are saying and meaning without letting your own interpretations get in the way?

This is how most people listen. 45% of the time is spent doing what? Working out what they're going to say next! Another 45% of the time is spent waiting for a gap in the conversation so that they can say it!!! Leaving only 10% of the time for actual listening!

So are we listening when we spend only 10 % of the time doing it? No we're not! So what percentage of time must we listen? 100%!

To actually listen to, hear and understand what another person is saying, we must spend 100% of the time listening. Now, you might ask, how do you listen 100% of the time without thinking? Well, here are a few clues.

First, you can think 10 times faster than most people can talk. If you know how the features of your solutions solve problems, you'll hear what specific features are relevant and how to talk about them later as specific advantages and benefits.

It takes the guessing out of what to present and how to present it. Imagine having all your features in lots of automatic drawers in your mind... just like your CD drawer in your computer... and having the correct ones automatically pop out based on what you hear a person wants.

Secondly, you don't have to think about what you're going to ask next, because;

1. You will know what questions to ask and when to ask them by learning from a powerful framework that is available to you upon completing of this 7 Paths 7 sessions. What you're going to ask is also found in the answers you get to your previous questions! It's all there! It's just that you have to listen to the answers to get the information

Thirdly, stop re-interpreting what people say to you based on your own biases or life's experiences, or your own judgments, prejudices and thoughts! All this does is get in your way of understanding. People don't think what you think they think! You're thinking that they do can get in your way!

For example, have you ever had someone respond to a remark you made and it was totally out of context with what you meant, and you wondered where he or she was coming from? Well, it's likely that the other person was interpreting what they thought you were talking about. Do you do the same thing to others?

If you don't listen and are impatiently waiting to say what you want to say you'll miss vital clues to help your potential partner or customer come to a logical conclusion to change. Result? You'll miss the mark and will meet resistance most of the time!

Let's look at this more closely. What do you normally listen for when people reply to your questions? Do you listen to what you want to hear with the intent to reply based on what you want to say? Or do you listen with the intent to understand where the other person is coming from and reply to them based on their own deep inner truth? They are not effective for long-term results.