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Personally Speaking Column*

**SALES CORNER**

**Don't Listen So You  
Can Talk, Listen So  
You Can Learn**

*By John Tschohl*

Customer Service is ALL about listening. According to Bernard Ferrari, author of "Power Listening: Mastering the Most Critical Business Skill of All", good listening is the key to developing fresh insights and ideas that fuel success.

Organizations should choose front line employees for their social poise and their ability to communicate and they train them in what they can and can't say to help the customer. If they fail to choose customer service employees for their natural abilities to listen and empathize they are missing an opportunity for customer relationship building.

"You learn when you listen. You earn when you listen — not just money, but respect." — Harvey Mackay

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In my book, *Feelings*, I asked, “Do you listen to your customers, and honestly try to help them?” For example, when I go into a crowded restaurant and give my name to the host/hostess, I don’t want them to simply take down my name. I want to know a realistic estimate of how long it will be before I’m seated.

Good listeners...

- Are genuinely curious about what’s going on for you.
- Are patient and don’t interrupt
- Give their full attention
- Let you know they follow what you are saying by nodding in agreement
- Don’t judge or criticize
- Don’t relate everything you say to their own personal experience

Things are good at Apple: If you walk into an Apple store you will be greeted by a sales staff member and asked, “What would you like to do today?” They go right to the heart of any technology user’s question.

They listen. Once you explain your needs, they take care of it ... on the spot in most cases. If you need more hand holding, they turn you over to the Apple Geniuses. By adhering to their basic principles of constantly offering great customer service and in-store experiences, Apple reported \$8.78 billion profit on \$45.4 billion revenue for 3Q 2017.

*“The best way to understand people is to listen to them. How would you rate your listening skills?” --John Tschohl*

*John Tschohl is a professional speaker, trainer, and consultant.*



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*customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John’s monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.*