

Introduction: avoid
miscommunication,
active listening is
important. active

[Business](#), [Marketing](#)



INTRODUCTION: Active Listening is one of the characteristic of a successful salesperson (Ingram, 2015). It helps in understanding and creating customer value as well as increasing it.

Globalisation has resulted in the increase of products and marketers in the market. This is where the necessity of Active Listening comes into effect. Sales resistance is another prominent factor affecting the sales process nowadays. Sales people should adopt adequate measures to overcome this for the smooth and successful operation of organisations. However, rigorous practice and keeping healthy relationship with customers helps to overpower this kind of sales resistance. A detailed study on the importance of the above-mentioned factors is done in this report.

DISCUSSION: a. ACTIVE LISTENING The process of actively sensing, interpreting, evaluating and responding to the verbal and nonverbal messages of customers is termed Active Listening (Ingram, 2015). It is an advanced form of listening in which the listener not only grasp the words but also understands the speaker's body language. To avoid miscommunication, active listening is important. Active listening significantly reduces the nervousness felt during an interview because it drives the listener's focus from what is going on inside the head to what the needs of the perspective employer are.

Placing focus on the interviewer through active listening proves the person is interested in challenges and successes of the organization and willing to help them to solve problems (Doyle, 2017). Doyle (2017) list some examples of active listening techniques. Active listening techniques include building trust,

<https://assignbuster.com/introduction-avoid-miscommunication-active-listening-is-important-active/>

establishing rapport, demonstrating concern, nonverbal cue such as nodding and eye contact, asking open ended questions, asking specific questions etc. Employing these techniques impress the customer or any person with whom you are dealing with. A four-model hierarchy of active listening is depicted in the SIER model. Effective Active listening requires all these hierarchical activities to be carried out successfully and in the proper sequence (Ingram, 2015).

The four steps are Sensing, Interpreting, Evaluating and Responding.

SENSING: Active listening begins with hearing, seeing and receiving both verbal and nonverbal aspects. Concentration is mandatory in this phase and it should be taken care to see that the buyer is not interrupted so the message can be delivered in detail. For the sender to deliver the message properly the receiver's body language should be positive (Steil, 1983). **INTERPRETING:** Once the message is received, the salesperson must interpret and place it in meaningful context.

The buyer's experiences, knowledge and attitudes should be linked to the verbal and non-verbal elements of the information conveyed.

Interpreting helps to ensure that the receiver's understanding corresponds to the sender's meaning (Steil, 1983). **EVALUATING:** Active listening occurs in the evaluating stage just after the interpreting stage. Receiver should be able to sort fact from opinion. The receiver needs to judge the message based on its strengths and weaknesses and how well it is liked or disliked. Emotional as well as logical components are involved in the evaluating stage (Steil, 1983).

RESPONDING: Responding is an expectation and a must for active listening to be effective. Receiver should respond to the sender for two-way communication to happen. The response provides feedback to the sender on how well the message was understood and encourages further interaction between the two parties.

Responses can be both verbal and non-verbal. Raising questions provide additional detail and clarification (Ingram, 2015). b. KEY PRACTICES: Listening is one of the most underrated and unappreciated leadership skills (Conley, 2015). He claims that being a good listener does not happen by accident. To be a good listener and to listen effectively it takes time and effort. Conley (2015) suggests five fundamental steps to be practiced being an effective listener.

- Attending to nonverbal behaviour.
- Asking Questions.
- Reflecting feelings.
- Paraphrasing.
- Summarizing.
- Like a professional athlete continuously practices the fundamentals of their sport, leaders and salespersons should continually practice these fundamentals of listening to be an effective listener (Conley, 2015). Ingram (2015) had a different view on the keys to be followed to become an active listener.

According to him there are ten keys which a strong listener should practice. A strong listener should find the relevant areas of interest and must actively look for opportunities in that, concentrate on the content rather than sticking on to delivery errors, should not judge until the message delivery is completed, apart from listening to facts he should focus on listening to ideas,

gives less priority to takenotes, works hard at attending the message and takes care to exhibit an activebody state, knows how to concentrate and will not get distracted easily, usecomplex material as exercise for the mind, will not react to emotional wordsand does not get hung up on them, challenges and listen between the lines evenwith slow speakers (Ingram, 2015).

c. SALES RESISTANCE (TYPES): Any kind of opposition, either objective or subjective to the buying process is termed as salesresistance. Efficient salespeople try to understand the prospect's stated andhidden concerns through listening and questioning to overcome this salesresistance (Sales Resistance, 2017).

Here I have selected SAMSUNGSmartphone as the product. Basically, there are two major types of salesresistance faced while marketing and selling a product. One is reasoned orobjective resistance which is created because of logical thinking and the otheris emotional or subjective resistance that comes from emotions or psychologicalreasons. Reasoned or ObjectiveResistance: This kind of resistancecomes from Customer's reasoning. Many competitors have emerged for Samsung inthe global market. Most of them avail their products to the customers with thesame specifications and feature at a lower price compared to Samsung. To someat least, while comparing specifications and performance they claim that thephones are being really overpriced as compared to the other phone.

This makethe customer to negotiate our product, because customer is more concerned aboutthe money and he is already having a product with similar features and thesales offer just won't work at this time. Here the customer is

using logical thinking and is not in need of our product and this decision is based on facts. People nowadays go for a wide range of smart phones like iPhone, Vivo, Oppo, Lenovo, Redmi and so on. This has made customers to change their mind and to stick on to the new products. Emotional or Subjective Resistance: There is a chance of psychological motive behind this resistance. It may be because of distrust in the product or due to previous bad experiences. Complaints have raised from different customers about the slowing down and reduced performance of the mobile phones. This creates a bad feeling about the product in customers which prevents them from purchasing or even promoting the product.

Either way, the customer won't accept the sales offer anymore.

d. **RECOMMENDED APPROACHES TO OVERCOME SALES RESISTANCE:** Even though we cannot change the mind of some people, we can change the minds of others. It depends on the interaction with potential customers and the way in which the sales resistance is addressed. Sales resistance can be reduced by adopting certain measures and approaches. Being respectful and professional with the buyers will help in reducing sales resistance. Rather than being inactive, the customer should be convinced and provide him an assurance that the problem will be solved.

The customer should feel that the salesperson is concerned about his product and problem and that he is ready to render his service whenever required. Making the customer more knowledgeable and aware of the product will help to reduce his fear of buying or owning the product. Apart from the negative side of the product, the benefits and advantages should be exposed more.

Try to convince the customer that the current arrangements are improving. Give more priority to what the customer is saying and try to make no arguments. There may be phones with similar features and specifications available at low price.

But the brand name and the guarantee assured cannot be provided by these marketers. Once the customer comes to know about the value and quality of the product, even minor defects will be negotiated and a positive word of mouth regarding the product from everyone will benefit the product and the organization in some means. CONCLUSION: Active Listening and overcoming Sales Resistance are two crucial steps included in closing sales. Listening is the fundamental unit of interpersonal communication skills.

It is important to know the relevance of Active listening to be a successful marketer as well as sales personnel. It takes time and effort to be an Active listener. It can be achieved by following and practicing some key practices. Sales persons should be trained properly to deal with and overcome sales resistance. It is mandatory to overcome sales resistance for the growth of the product and the concerned organization. By adopting certain remedial measures sales resistance can be overwhelmed.