

THE POWER OF PARAPHRASING



1. PAY ATTENTION

Take notes; make it a practice to jot down notes on your discovery document or questionnaire. Underline, circle, and asterisk* key points as you go.

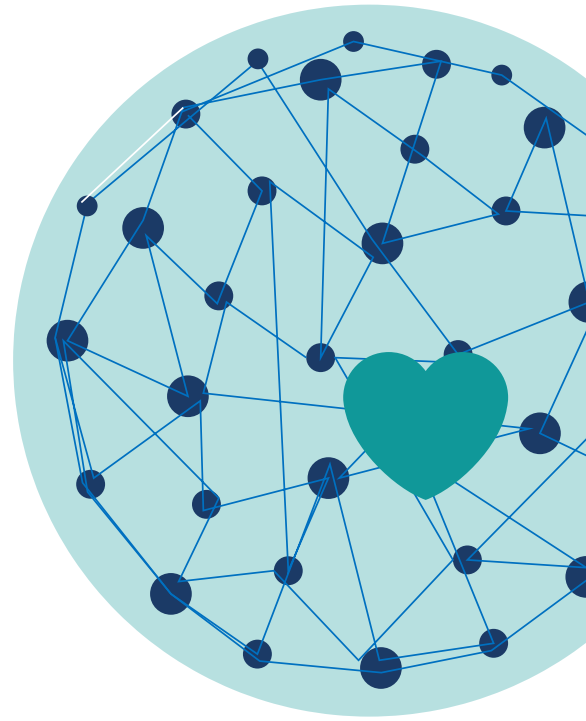
Pay special attention to some of the key, emotional phrases a prospect might state during the conversation.

2. CONNECT THE DOTS

Create a narrative using the key points. Review those key points you highlighted and connect them.

What is your prospect telling you?

Sometimes, you'll be able to cut through minutes of smoke and mirrors and get right to the heart of the matter.



3. VERBALIZE

Don't just repeat what the prospect said (which is known as parroting), but use your own words.

This should come naturally if you've followed the first two steps.

Learn more at:

Trustworthy
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