



EMPATHY IS ESSENTIAL FOR SALES AND SERVICE CONVERSATIONS

Understanding and sharing another person's experiences, emotions, and feelings

ACTIVE LISTENING

Listen to understand



- Give the speaker your undivided attention
- Maintain eye contact and other affirmative body language
- Manage and avoid disruptive behaviors

EMPATHETIC RESPONDING

Assure your understanding



- Ask clarifying questions
- Restate what you think the speaker is saying

SILENCE IS GOLDEN

Focus on the customer



- Pause at the end of the speaker's sentence in case they aren't finished talking
- Process what the speaker has said before forming a response