

Practise the techniques all the time!

- Be a great listener
- Try to find out something new about someone each time you talk with them
- After a conversation, analyse it - did *you* do most of the talking? Did you find out something new about them?
- Open conversations with strangers every day - people who you would normally ignore in your work or their work
- Practice finding out why people choose things - what drives them?
- Try leading with questions rather than telling
- Practice using “..... which means”
- Practice peeling the onion
- Practice “feel felt found”
- Learn from others: consciously study the techniques of good and bad sales people you meet
- Observe people’s body language in public places like bars / restaurants / bus-stops, or on TV with sound down
- Practice liking people - find something you like about the person and focus on it while you are talking with them
- Make a conscious effort to remember the names of people when introduced to them, and then use them occasionally in conversation
- Be the nicest person they have ever met
- Buy (and read!) a book on sales once a year

