

Why better listening is a deal saver

Adapt your listening style to win more deals.

Missing buying signals? Deals going dark? Your listening style could be costing you commissions. Learn to identify what your prospects and customers really need in each conversation.

Every sales conversation has hidden needs...we've mapped them into four key areas we call the S.A.I.D. Listening Goals.



Support

Meeting their emotional need (builds trust)



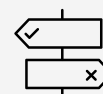
Advance

Moving the deal forward (creates momentum)



Immerse

Understanding their situation (shows competence)



Discern

Evaluating options (demonstrates value)

Your ability to recognize and adapt to these needs can make or break your next deal.

Spot the signals



Your customer needs **Support** listening when:

- They're anxious about making a change
- Expressing doubts about internal buy-in
- Energetically outlining their vision
- Showing stress about budget/timing

Adapt your response

For **Support** listening:

- "That all sounds [name their emotion like frustrating, overwhelming, exhilarating, etc]"
- "Many of our customers felt similarly about..."
- Wait to present solutions until you've validated their emotions



Your customer needs **Advance** listening when:

- They're facing urgent pressure AND feeling overwhelmed
- End-of-quarter/year deadlines looming
- Multiple stakeholders demanding action
- Current solution causing critical issues

For **Advance** listening:

- "I can help by [specific action] to meet your deadline"
- "Let me take ownership of [specific task]"
- Make it easier, not harder, to move forward

Spot the signals



Your customer needs **Immerse** listening when:

- They're sharing complex requirements
- Talking through use cases out loud
- Walking through their current process
- Mapping out potential implementation

Adapt your response

For **Immerse** Listening:

- Document their exact requirements
- Confirm understanding: "Let me play back what I heard..."
- Be thorough and curious before offering solutions



Your customer needs **Discern** listening when:

- They're evaluating solutions
- Comparing vendor options
- Assessing ROI potential
- Building a business case for leadership

For **Discern** Listening:

- Clarify their evaluation criteria upfront
- Provide clear, factual comparisons
- Back your recommendations with specifics

Other quick tips

Watch for shifts in stakeholder dynamics or priorities

Build trust through emotional awareness

Stay alert to changes in urgency or timeline

This guide only scratches the surface of what Adaptive Listening™ can do for your sales team.

Want to transform your entire team's ability to:

- Spot buying signals others miss
- Build customer trust faster
- Reduce sales cycles
- Close the entire deal (not just part of it)

Leading organizations are making the switch from Active Listening to Adaptive Listening.

Schedule a free consultation to help your team close more deals.

[Contact us](#)