

# What is the cost of **NOT Listening?**

Listening is universally recognized as one of the most critical business skills. Unfortunately, it remains a skill that is assumed, rather than learned or taught. The inability to empathetically listen and uncover the real needs of others is no one's fault. We blame the listener while we spend the majority of resources training our leaders and employees how to speak, be knowledgeable and tell. Failing to listen is merely the result of not being taught HOW to do so in a simple, yet transformative way. Clearly understanding expectations, delivering smarter insights, and driving greater value all hinge on your team's ability to do one fundamental thing...listen differently.

**68%** of buyers are highly influenced by sellers who listen, and only **26%** of buyers say sellers are competent listeners.

*"The most influential factor in winning a deal is the salesperson's ability to lead a thorough discovery of the buyers' concerns, wants, and needs. Sales winners demonstrate they understand their buyer's needs 2.5 times more often than second-place finishers."*

The Rain Group – 2021

## Time Utilized at Work vs Formal Education of the Average Employee



Only 2% of professionals have had formal listening training.

## What is it costing you **NOT** to listen?

Business is tied together by systems of communication. Communication effectiveness hinges not on how people talk, but how they listen and understand. The problem is that, on average, people retain only 17-25% of what they hear. What other project, initiative and/or skill would a mere 20% achievement be considered a success?! Have you considered that not knowing HOW to listen is causing a significant impact on your organization? We believe your costs go well beyond losing direct revenue and are the silent epidemic. Here's what some of our clients have noted it is costing them NOT to listen:

### Our workshop participants noted:

- Lost revenue and sales
- Employee engagement
- Increased costs
- Duplicated work
- Ineffective meetings
- Decreased productivity
- Sub-optimal solutions
- Mistakes
- Lower employee morale
- Dissatisfied customers
- Misalignment
- Conflicts

## The Listening Path™

Transforming how you lead, sell, and succeed in work and life.

EQuipt has developed a breakthrough system that provides your team with the proven tools to listen in a transformative way...truly empathize, detect the unstated needs of others and uncover business and personal insights. This shift from traditional attentive listening to transformative listening will forever pivot the conversation allowing your team to lead, sell, and negotiate more successfully.

EQuipt transforms how people and organizations listen to their customers, prospects, key stakeholders, and each other to positively impact their bottom line. Transformative listening will enable your team to uncover underlying problems, gain trust, earn credibility, and consistently provide smarter solutions.

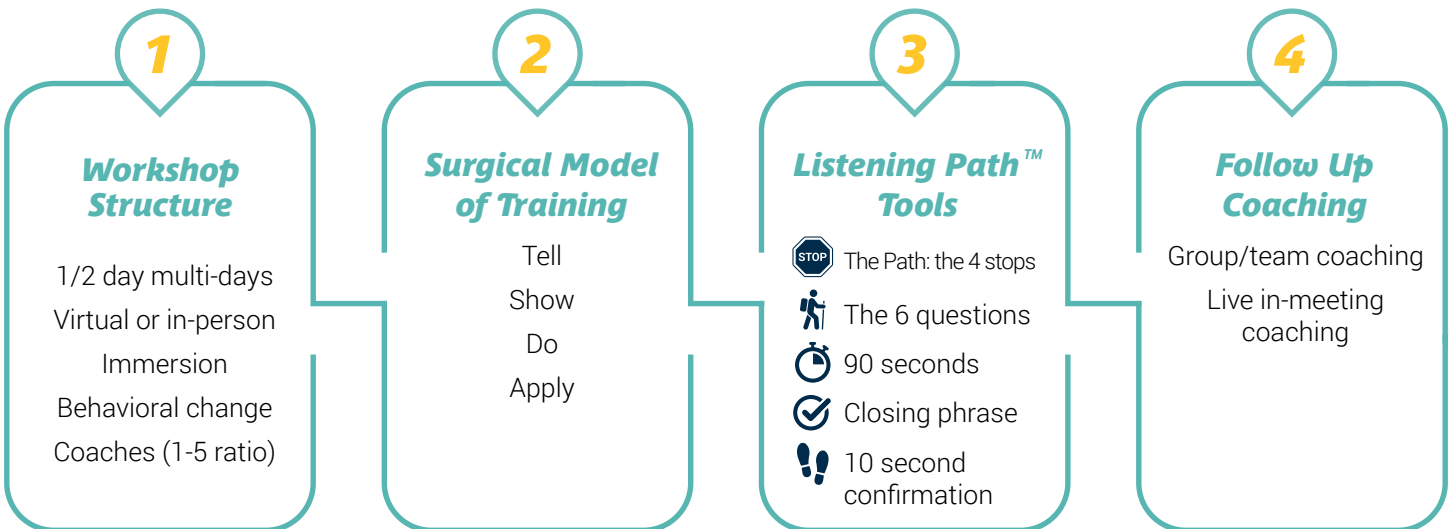
EQuipt Listening Gurus coach participants on how to apply these new tools and skills to their everyday lives yielding an immediate impact on results.



***“Utilizing the Listening Path™, we were able to compress a historical 3–6 month sales cycle to 3 weeks by uncovering the true needs and value from key stakeholders of one of North America’s largest chemical company.”***

**VP of Sales, Seman Group**

## How it works



## What's achieved

- Transform how you listen
- Promote empathy, understanding, and discover the insight
- Solve the RIGHT problem
- Earn the right to advise, solve, and sell
- Build trust
- Raise EQ and self-awareness

**Change the conversation, drive results.**



For more information on EQuipt, contact [info@EQUIPT-PEOPLE.com](mailto:info@EQUIPT-PEOPLE.com) or call 888.389.8286.