



**Strategic  
Resource  
Group**

CORPORATE | 6633 EAST GREENWAY PKWY | SUITE 2060 | SCOTTSDALE, AZ 85254 | [www.salescooke.com](http://www.salescooke.com)

ARIZONA 602.903.2074 MICHIGAN 734.274.2440 CELL 586.201.9057 FAX 734.531.0772

**ENGAGE, LEARN, UNDERSTAND, GROW™**

## Presentation: Selfless Listening™

Every single sales training program identifies listening as one of the most important qualities of an effective sales professional. Yet, the biggest complaint about sales professionals is that they don't listen.

**How is that the most popularly taught subject in sales school is the one that salespeople fail the most?**

Salespeople have not been taught *what* effective listening really is!

**Selfless Listening™** is a committed behavioral progression that requires the listener to remove “me” related thoughts out of the equation and focuses exclusively on the other person engaged in the conversation. As a result, the discovery and the learning are totally on the other party – in essence it is “all about them.” The outcome of a fully engaged learning conversation is an unfiltered and unbiased understanding of everything that is important to the other person.

Listening to Learn	= <b>Awareness</b>
Learning to Understand	= <b>Empathy</b>
Understanding to Know	= <b>Context</b>
Knowing to Solve	= <b>Commitment</b>

**Selfless Listening™** brings structured enlightenment to words that have been over used and under applied – *listen, learn, understand, know*—and connects them to actions and behaviors that create a productive *solving environment* not an oppressive *selling process*. **Selfless Listening™** is a game changing, eye opening concept and necessary for anyone looking to communicate more effectively in their organization, with clients, or in leadership and management activities.

The key benefits to the **Selfless Listening™** methodology are:

- Changes any sales relationship building dynamic from “selling” to “solving”
- Builds trust and credibility through powerful communication engagements
- Creates a new level of professionalism and leadership
- Facilitates a more productive selling cycle by mastering the efficiencies of learning effectively
- Provides leaders and managers with the tools to connect and inspire challenging teams



### About Dave Cooke

Dave Cooke is an accomplished author, speaker, selling professional and business consultant. Dave is passionate that organizations can ***influence incredible outcomes when they leverage team-oriented behaviors to strategize powerful goals, honor commitments, develop inspirational leaders and communicate effectively.*** It is his personal mission to help transform dreams and goals into productive reality for those committed to getting there.

Dave has two business programs -- **The Sales Cooke™** and the **Sustainable Revenue Formula (SuRF)™** -- that reflect his continued commitment to *relationship development, solution oriented behaviors, and fully empowered teams* as core values for inspiring, engaging, and sustaining a healthy and productive business program. **To book a presentation with Dave Cooke, please contact [dave@salescooke.com](mailto:dave@salescooke.com) or call 602.903.2074. To learn more about Dave go to [www.salescooke.com](http://www.salescooke.com)**