6: Spouting off before listening

I received one of 'those' calls recently, offering to install an energy calculator to monitor my daily power usage…it was free and part of a government initiative. The caller was stunned that energy usage wasn't a priority in my life and that I had no interest in monitoring usage. As I signed off, he threw in something about light globes & showers heads!

We connect these unwanted phone calls to the Handbook:

Proverbs 18:13 declares, "*Spouting off before listening to the facts is both shameful and foolish"* **NLT**

My caller was doing just that - spouting off! It happens all the time in advertising. In other words, sellers don't get all the facts before trying to flog a solution to a customer's assumed problem!

It all comes down to the way our human brains operate - especially the first level:

…Every day our level one 'croc' brains scan & filter 000's of messages
…Its primary role is to ensure we survive, thrive, avoid pain and seek pleasure
…Only messages that meet these criteria are acted upon…ALL others are pretty much ignored.

Assume a prospect sees or hears YOUR advert and their croc brain senses you can solve a problem, make their life easier or take away their pain. Instantly, a second level brain filter kicks in…

Its role is to affirm two keys before going any further:

(a) That YOUR solution is easy to understand
(b) That the action required to buy/get YOUR solution is easy (e.g., TV ads, ring 1800_ _ now)

IF NOT, in a flash, the prospect is gone, the message rejected…or put on the backburner!

How can a business owner tap into the wisdom of Proverbs 18:13?

"*Spouting off before listening*" means you're sending the wrong message…

…Either it's about you/your business/or your product instead of their problem & your solution
…OR you're spouting off with a solution to the wrong problem
…OR as often happens, too many problems addressed in the one advert.

Example 2: "*XYZ Cleaning services, Horsham's cleaners of choice*" - my croc brain is not interested! Had their brochure asked, "*Are you embarrassed by your dirty windows?*" or "*No time to clean your dirty windows?*" my croc brain will agree, they can solve my problem and I'm more likely to call.

Think about it: does YOUR advert/homepage/brochure prove you have a unique solution to your customer's MAIN problem, that's easy to implement and buy?

Generally, no…instead, what I get is a story about how YOU have been in business 25 years…you offer a quality product with a reputation to match; it's a family business, with competitive prices.

This information is interesting but doesn't help me survive or thrive…and it won't break through my croc brain's message filtering system. The bottom line…those ad $$ are probably wasted.

My counsel:

Those nuisance callers never wait to find out what the prospect's main problem is; they assume it's money or that prospects want something for free; then they spout off, hoping to make a sale.

In all your communication, listen to the facts (i.e., your customer's main problem) then offer a solution; otherwise, you're just spouting off with the outcome likely to be foolish…and costly!