

SPEAK LIKE A BOSS LIBRARY

GETTING SOMEONE TO LISTEN TO AN IDEA



Getting people to listen is not always easy, whether you're presenting an idea to stakeholders, potential clients, or your boss. Unfortunately, most people prefer to hear themselves speak. Some people also lack the attention span for a long-winded pitch.

If you want people to truly listen and consider your ideas, you need to be short and direct. Experienced leaders know how to present an idea succinctly and keep people interested. Use the following four-part process to get people to listen to your next idea.

Part 1: Create a Connection with the Listener

Open your presentation or pitch by connecting to a specific interest, concern, or problem of the other person. Creating a connection builds trust with the listener. It also gives them more of a reason to pay attention to what you have to say.

For example, you may start by addressing a problem that you know the listener is likely to face that your idea can solve. In a business meeting, this may involve pointing out a particular problem that the organisation is dealing with.

Creating a connection also requires communication skills. Make eye contact, maintain a steady tone, stand or sit straight, and avoid repetitive talking points.

Part 2: Describe the Benefits of Your Proposal

Before providing the details of your plan, you should present several benefits. Always link features with benefits instead of simply listing off the features of your idea.

The first benefit should address the problem you introduced at the beginning of the pitch. Explain how your idea can solve the problem before moving on to additional benefits.

Part 3: Explain Your Idea in Simple Terms

After discussing the benefits, start explaining how you plan on carrying out your idea. Provide a broad overview of your plan while focusing on one key message. Sticking to a single message makes your idea easier to understand and remember.

Keep your description short and to the point. You want to explain your idea before the listener starts to lose attention.

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Part 4: Invite the Listener to Take Specific Action

After presenting your idea, request action from the listener. Do not wait for the listener to come forward with their opinion. Ask the listener whether they are ready to take the next step toward making your idea a reality.

For example, after wrapping up your description of a business proposal, you may ask, "So, do you have any questions before we review the terms of the contract?"

Asking a direct question requires a response from the listener. You can use the same technique whether you are talking to a single person or presenting an idea to a room full of sales leads.

Opening phrases for getting someone to listen

1. I know you have a problem with...Here's a solution...
2. This will help you to...
3. Do you want to solve the problem of...?
4. I had an idea which will speed up...
5. Here's a way to achieve your goal...
6. To save time/money/effort, here is something you can try.
7. Would you like some help solving that problem?
8. I agree with your idea that we should...we can build on it, by doing this, too.
9. The benefits of doing it this way are...
10. This will benefit you in 3 ways.

Planner: presenting an idea

I understand the challenge of dealing with summarise a pain point that the listener can connect with.

I have an idea that should solve this issue and explain two to three benefits of your proposal.

To enjoy these benefits, we need to explain your idea in simple terms. Do you have any questions or are you ready to move forward with this?