

The Art of Listening and Maneuvering Difficult Conversations

10 Point Checklist

Mark Goulston

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"The key is, just listen, how do you get people to open their minds to you and open their minds to listening to you."

MARK GOULSTON

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- ☐ Don't get defensive – it'll disarm people and keep them calm. Instead, invite them to hit you more and get it all out at once.
- ☐ Redirect people's emotions by asking them to say both the things they want you to continue doing and things they want you to stop.
- ☐ If you want to persuade a person, don't move from being unavailable emotionally and mindfully to a direct sell. Instead, work them through a persuasion cycle.
- ☐ Promote behaviors that decrease the mirror neuron gap – like when you show unsolicited kindness.
- ☐ Discourage behaviors that increase mirror neuron gap – having to be right and getting in the last word.
- ☐ Get people to open up about what is bothering them by changing body language and posture.
- ☐ Can't close with a client? Refer them to someone who can help them better.
- ☐ Recognize that frustration isn't a helpful emotion and try to delve into what disappoints you when you feel down.
- ☐ Exercise or take supplements to balance out your serotonin and dopamine if it is helpful.
- ☐ Visit Mark Goulston's [website](#) to connect with him and know more about his works.