



Signs of '**No Interest**' in  
Sales Conversation.

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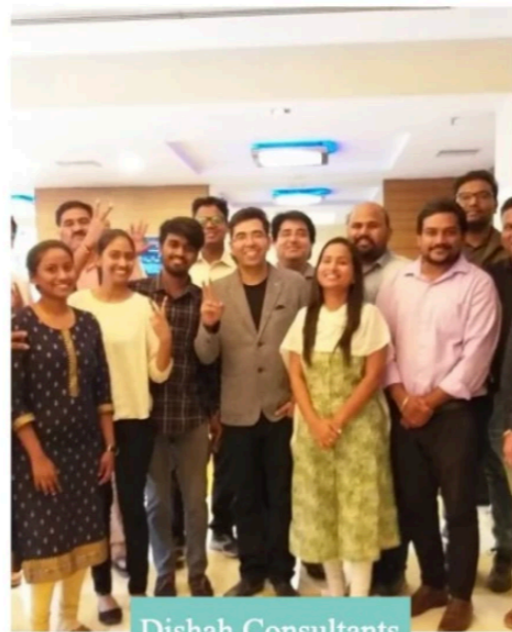
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# Introduction

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Reading interest level of a Customer in a Business Conversation is an art form, not a skill.

There are so many intangibles —

- Are they listening to you attentively or not?
- Are they mirroring your Verbal and Body Language or not?
- Are they interested or just agitated?
- Are they genuinely laughing or just faking it?
- Are they sitting relaxed or stiff?

How we read these signals can make all of the difference in terms of our own success at Sales, our relationship with customer and our Company's Success. It is all linked.

This is especially true in any **business/sales conversation**. There are the words & Tone you hear as response and then the **body language** you see.

Often, the two are not in cohesion. If you want to read people correctly and know if they are listening and interested in what you have to say, or if they don't want to talk to you at all and have other things on their minds, look for these clues.



# 'No Interest' Responses

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- Responses tells a lot about customer interest in the conversation. There are responses that shows high level of interest into the conversation where other response shows an extremely low or No Interest in the conversation. It just means, customers are being polite to you but have no interest and wants to get away from your call or meeting. How do we know it? Look for the following 'No Interest' response.
- **Are they restricting to One Word Response?**
  - Are they giving One Word Response?
  - Are they using Closed Statements including a simple "no" or "yes."?
  - Are they using lazy responses like "oh really," "you're so right," or "totally."
- **Are they Ignoring your Questions?**
  - Are they only listening to you and not asking you any questions throughout the conversation?
  - Are they ignoring your questions or not answering your questions?
  - Are they Getting Irritated if any questions or information is asked?
  - Do they keep interrupting you with an 'escape phrase' that is, an excuse to get away with you.



# 'No Interest' Responses

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## - Are they listening to you Attentively?

- On asking questions, do they often ask you to repeat “What was the last part” or “Come again” or “I am sorry, I missed the last part”. It showcase they are preoccupied and not paying attention.
- Are they just mirroring the language you use without elaborating such as “Are you planning to store data?” with “Yes, we do.”
- Do they think a lot before answering any question?
- Do they take lot of pauses while giving response to any questions?
- Do they makes use of words like “hmm”, “okay”, “right”, “good”, “cool”, etc. without further additions.
- Do they give response such as -‘ I will get back to you, I will think about it, ‘I don’t have that information right now’, even for simple information readily available



# 'No Interest' Responses

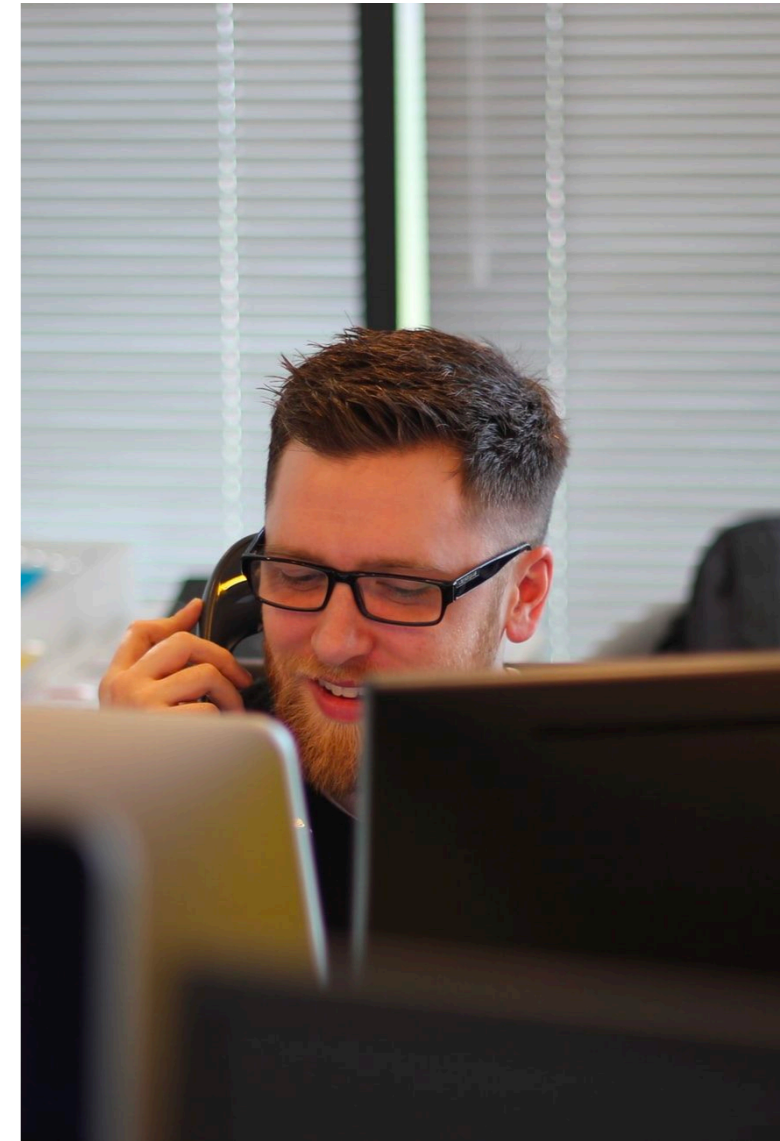
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## Are they being very direct or irritated?

- Are they not responding to your pleasantries and wants to come straight to the point?
- Do they ask you direct questions like - What is the purpose of this call?
- Do They avoid sharing any information about their problems, needs, challenges?
- Are they not giving commitment or Confirmed Responses?
- Do They look to end the conversation after every question or information asked by you?

## Are they trying to escape the conversation?

- Do they Give excuses to avoid call such as - background noise, voice is not clear, line is bad.
- Do they Give Excuses such as - I am driving, I am busy in a meeting?
- Are they being misleading or changing Topics frequently?
- Do they cut you in-between before the actual information is shared to talk something off-topic or asking to share details via email?
- Do they try to involve a third person in an effort to pass on the conversation?



# 'No Interest'

## Body Language

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It's just not the Verbal Signal, Non-Verbal signals a.k.a Body Language too communicates customer's interest level in conversation. Here are the top body language 'No Interest' signs that will help you identify listener interest level.

- **Are they mirroring your Body Language?**
  - Are they not making eye contact?
  - Are they not mimicking your posture and pointing their body towards yours.
  - Is the person not facing towards you?
  - Are they not sitting close to you or having large distance between the two?
  - Is their sitting posture Stiff or immobile?
  - Does their shoulders look Tense and raised?
  - Are they crossing arms over the chest?
  - Do you see no excitement on their face or in tone.
  - Do they put a pocker face with flat tone.
  - Do they look in hurry or impatient?



# 'No Interest'

## Body Language

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- **Are they using Body Language of 'No Interest'?**
  - Are they lowering their head/eyes?
  - Are they looking at the floor or Staring around the room?
  - Are they Touching their neck or fingering the collar frequently?
  - Are they Fidgeting, doodling or Yawning?
  - Are they checking their watch/phone as if to suggest that they have more important things to do?





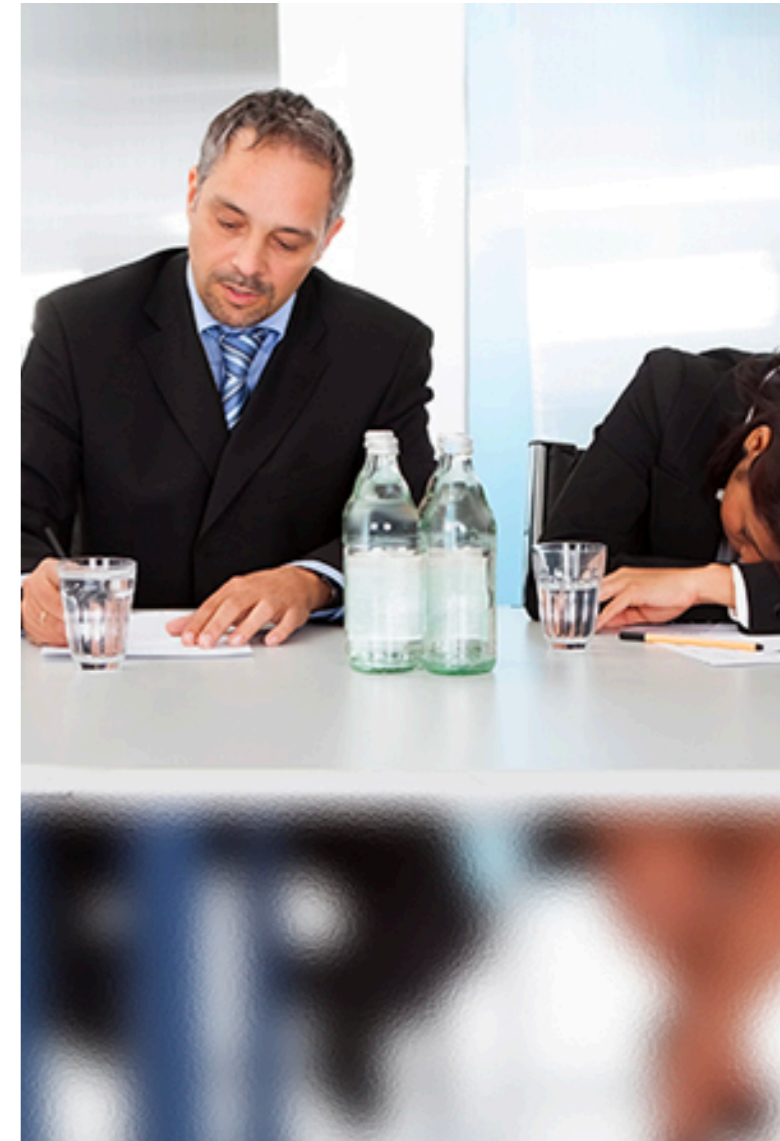
# 'No Interest'

## Tone

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As part of the Body Language, Tone fabric too reveal Customers interest in a conversation over phone or in face-to-face/virtual meeting. Here are the signs you should be looking for to identify dis-interest in the conversation.

- Do they uses Low Tone to answer questions or share information?
- Do they stay silent for long without acknowledging the conversation or information shared.
- Do they sounds irritated with every question asked?
- Do customer sounds tired, slow, or bored while talking?
- Do they sound unpleasant, non-excited about the interaction?
- Do they seem questioning everything you say?



# How to Handle it?

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Identifying signs of 'No Interest' is half battle won. The success lies in turning it around without giving away a Bad Impression, sounding immature or the worst, irritating customers and losing them forever. Here is how you can handle it the best way -

- **Don'ts**

- Don't show your emotions to the other person.
- Avoid feeling dejected, disappointed or getting angry.
- Drop the idea of asking more questions.
- Drop the idea of continuing the conversation for long and switch to 'Jet' Mode.



# How to Handle it?

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## ● Do's

1. Identify the minimum possible Goal to achieve from the Conversation
  - Getting Contact Details,
  - Fixing another Call etc...
2. Find a natural transition in the chat with Phrases
  - Looks like I caught in the bad time
  - I will not take much time or it will hardly take a minute
  - I am almost done. Just one more thing...
5. Say the most important to be communicated such as - I will be sending the proposal
6. Ask for another time to connect
7. Thank the person for their time.
8. Get in contact with the person again via text, email, social media, or phone call.



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15 May 2020

During the course, Amit takes us through the entire Sales Process and explains how Authoritative Selling will help yield better results at each step. Tips and Hacks shared by Amit is helping my and my team's performance. Thanks a lot Amit. This has turned out to be the best Sales Training Course so far.



**Syed Vaisul Karne**  
12 Mar 2020

The Sales techniques and methodologies I have learnt from Amit's Authoritative Sales Training Course is pragmatic and priceless. After attending his course, my perspective has changed to be a successful Sales Person and now I am able to convert the leads from 20% to 80%. I have recommended his course to my entire Sales Team and Co-Founder.



**Vasanth Kumar**  
11 Feb 2020

Amit taught us Sales Insight through his Authoritative Selling Course. I found it highly effective in driving results and recommend this course to all Sales Teams and Leadership teams in any industry. Improved our way of approach and I recommend all Sales People to take note of all his strategies.



**Chandra Babu Chunduru**  
30 Jun 2020

I have attended Amit's Authoritative Selling Course in June end. I found it highly insightful and worthy. It helped me solve my sales conversion challenges that I was lacking. I highly recommend this program to everyone.



**Shubham Tibrewal**  
11 Dec 2019

Mr. I am Shubham, executive, E-Cell, IIT Madras. I had attended your Sales Course on Sales Pitching and Conversion and found it really great and eye opener. I would like to be connected with you for continuous learning.



**Varun Kumar**  
1 Aug 2020

Hi Amit, Authoritative Sales Training Course is extraordinary. I gained great Knowledge & now ready to handle my product Sales with success. Thanks a lot.

# Thank you



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