

## Don't Say Too Much

A young computer salesman named Kurt was delighted when one of his clients expressed interest in buying a used computer system – one that Kurt had installed two years ago, but had recently been replaced by an upgrade.

After careful calculation and consultation with his home office, he fixed a price of \$800,000 for the used system and documented all his reasons for requesting that amount.

As he sat down to negotiate, he heard an inner voice say, "Wait. Let them do the initial talking." The buyers quickly filled the silence with a long rundown of their own research about this particular computer system's strengths and weaknesses, the age of the equipment and the need for new software.

"Can you throw upgraded software into the deal?" one of the buyers asked. "Sure," Kurt offered.

The buyers then said, "We'll give you \$950,000 for the system, but not a penny more."

Less than an hour later, the paperwork was signed and Kurt walked away with a better deal than he had imagined, having said little more than, "Thank you."

Sometimes, the best thing to say is nothing – or very little – and do more listening instead.

The principle is important for us in Life Care, American Lifestyles and Life Care at Home. When our customers talk, we should hear them. And when they have complaints, a simple question to pose is: What does it take to make you happy, or what is it you would like for us to do to make this right? Oftentimes, the answer is less than you might have expected.

It should be as plain as the nose on our faces that God gave us two ears and only one tongue for a good reason.

--Beecher Hunter