

Rich's 45 Second Rule

Do not speak for more than 45 seconds without asking a question or requiring acknowledgement.

Ask a question or require acknowledgment every 45 seconds.

I use 45 seconds because it is such a short time. So, even if I am explaining something that will take more than 45 seconds I inflect my voice and pause until the person says something. They may nod or do something that acknowledges that they understand and they are with me.

If I inflect, pause and they do not acknowledge I'll ask if they understand or agree.

After some time it becomes a habit. It is a habit that causes people to feel that you are sincerely interested in them.

For many people this is an incredibly difficult skill. Practice it everywhere. If you can do this with your loved ones it will be easy to do it with Clients and people in business. Plus, it is likely to deepen your relationship with your loved ones.

Someone once said, "G-d gave us two ears and one mouth so that we would listen twice as much as we talk."

Another maxim that relates to this is, "When you make a statement people question you. When you express the same statement as a question that the other person confirms with their response, they believe you."

Here is an example. You say to the seller that the vast majority of Buyers start their home search on the Internet. The Seller may believe you or may question the statement. But when you ask, "Does it make sense that the vast majority of Buyers start their home search on the Internet?" And the Seller says, sure, that makes sense; they believe you.

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