**Quit Interrupting and Start Listening**

I’m up at 5:00 AM seven days a week. I feed the cats, make a pot of coffee and watch *Morning Joe.*

This morning, Joe Scarborough interrupted a member of the panel in mid-sentence. “Forgive me for interrupting,” he said, “but . . .”

And then Joe went on a rant before finally asking a question and listening.

[Cable news is filled with people talking over each other](https://www.youtube.com/watch?v=3l1zBcACPcQ) as John Oliver pointed out on *Last Week Tonight.* We see people interrupt one another all the time. It becomes expected.

On cable news, yes.

In sales, no.

Here’s a great way to think about listening: Sales expert Art Sobczak posted a video about listening to your customer called, [*How to Listen Like a Homicide Detective*](https://www.youtube.com/watch?v=ffyTQQsllfI)*.*

Art talks heard an interview on the radio with a chief homicide officer.A person looking at the camera

Description generated with very high confidence

One thing the detective said, really impressed Art.

“When a suspect is talking, don’t do or say anything to cause them to stop talking.”

That’s it.

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“It’s a profoundly simple concept, that is rarely practiced, says Art. “Don’t interrupt. Don’t start your pitch. If you must say anything, make it ‘Keep going’ or ‘Tell me more’ or ‘Expand on that.’”

What a great idea. Will you apply it?

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