

LISTENING  
EFFECTIVELY

# Learning Plan 1



## Are you listening?

In this learning plan you will identify and apply the skills necessary to become a better active listener.

Effective listening is perhaps the most valuable skill in Marketing. It is the linchpin in a needs-based, consultative selling strategy that determines and delivers what the customer needs and wants.

Simply put, listening enables reps to draw customers into an interactive conversation in which they can ask perceptive questions, probe for reactions, and respond to those reactions appropriately.

But most people aren't natural listeners, let

alone trained in the art of listening. That's probable because real listening involves letting go of ego—temporarily subjugating one's own agenda in the interest of understanding another's message. The fact is, however, that most of us either don't hear the message at all, or hear it but misinterpret its meaning.

Listening can be especially, and understandably, difficult for Marketing professionals because they are under pressure to sell, and therefore are concentrating on what they have to say next instead of paying close attention to what the customer is actually communicating.

Nevertheless, there are techniques you can use that will demonstrate real interest in the customer—an excellent way to establish rapport and a powerful form of

communication. Meaningful listening isn't easy and it isn't something that you can passively sit back and do - it is an active process. Make sure that you are both ready to listen and pay attention.

### Assessment Activities

- 1 Journal Top 10 Listening Skills
- 2 Class Participation

### Learning Activities

1. REVIEW Learning Plan introduction, objectives and activities
2. PARTICIPATE in lecture/discussion
3. PARTICIPATE in a WebQuest activity on active listening. Identify and review three websites that provide beneficial information on active listening.
4. CREATE a list of the top 10 active listening tips from your WebQuest.
5. POST your list of top 10 active listening tips and the three websites on the Discussion Board.
6. COMPLETE a "Minute Paper" in which you answer:
  - a. what are the the five active listening tips you feel you would be able to implement immediately
  - b. what benefit do you expect from their implementation?
7. POST your "Minute Paper" on the Discussion Board.