

What is active listening?

- Studies show that we absorb less than half of what other people are saying
- Active listening is a set of techniques you can use to better understand and remember what someone else is saying
- It is a discipline that can be practised every day in every situation
- It will benefit you in both your business and personal life

What are active listening techniques?

- Pay attention – consciously focus on what the other person is saying
- Screen out distractions – ignore them
- Do not jump to conclusions, pre-form judgements, prepare replies or second-guess the message that is being sent
- Repeat the words you hear mentally
- Give feedback to the speaker – tell them you are listening
 - o Make eye-contact
 - o Nod
 - o Smile
 - o Make confirming noises (it doesn't mean you agree!)
- Do NOT interrupt
- Use appropriate body language – matching and mirroring
- Ask confirming questions, reflect and paraphrase
 - o “Can I just check I understand.....”
 - o “Are you saying that.....”
- Make written notes only of key points and questions – that way you don't forget but neither do you lose rapport

What benefits will you get from active listening?

- Communication is a two-way process. By becoming a good listener you will become a better communicator.
- Selling is largely about listening. By listening more effectively to your customers you will
 - o Develop rapport
 - o Learn what their pain is
 - o Understand what a good solution would look like
 - o Make it easy for them to buy from you