

Activity 29-A

Seven Steps to Improved Connection with the Other Person, Through Improved Listening Skills

On an individual basis or with your colleagues, consider tactical and strategic ways to improve LISTEING. Listening improvement requires conscious effort by sales professionals. Some of the ways to significantly improve ones' listening ability are:

Individual Ideas		Team Ideas
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Activity 29-B

Seven Steps to Improved Connection with the Other Person, Through Improved Listening Skills

Listening improvement requires conscious effort by sales professionals. For each of the tools you identified in Activity 29-A, now develop actual ways to perform each in a sales dialogue with a prospect/customer and with colleagues.

You may want to combine all of the ideas you generate in this activity and transcribe then to one Activity Sheet and post it as sales professionals "Commitment Steps" for improved listening ability.

Application Ideas for the LISTENS Model

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