

**BECOME A
BETTER
LISTENER**

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LEARNING OBJECTIVES

- Customer contact moments.
- Identify assertive words.
- Use positive language.
- Use active listening skills to increase understanding.
- Examine the impact of communication from the customer's perspective.

In _____ seconds of contact, a customer forms _____ impressions about you and your organization.

In 7 seconds of contact, a customer forms 11 impressions about you and your organization.

POSITIVE WORDS

Money-saving

Time-saving

New

Easy

Fast

Simple

Safe

Proven

Guarantee

Results

Benefit

Superior

Performance

Preferred

Recommended

Powerful

NEGATIVE WORDS

Pointless

Vague

Exaggerate

Wrong

Useless

Senseless

Inability

Negligence

Unacceptable

Evade

Unworthy

Ruin

Irresponsible

Wasteful

ASSERTIVENESS: BEING ASSERTIVE MEANS WE VIEW OUR WANTS, NEEDS, AND RIGHTS AS EQUAL WITH THOSE OF OTHERS. WE WORK TOWARD A “WIN/WIN” OUTCOME.

- Lose/Lose
- Lose/Win
- Win/Lose
- Win/Win or No Deal

ASSERTIVENESS

- Content (feelings, rights, facts, opinions, requests, limits)
- Nonverbal styles (eye contact, voice, posture, facial expressions, gestures, listening)
- Appropriate for the person and the situation, rather than universal.

“I don’t know.”

“Let me find out for you.”

“I’m new here.”

“Although I’m new, I’ll get someone to help you.”

“I just got here.”

“How may I help you?”

“I’m not sure I can help you.”

“If I can’t help you, I know who can.”

“If I can’t help you, I’ll find the right person.”

“We haven’t got it.”

“If we don’t have it, I will order it or check with our competitor until I find it.”

“I don’t think I can do that.”

“I’ll do whatever it takes . . .”

“Your refund will take about six weeks.”

“I’ll personally handle your refund to get it when you need it.”

“She will be right with you.”

“She is looking forward to seeing you in about 15 minutes.”

“There’s nothing I can do about it. It’s company policy.”

“Our policy is designed to protect your privacy/safety, but here’s what I can do . . .”

“I don’t have anything to do with your problem.”

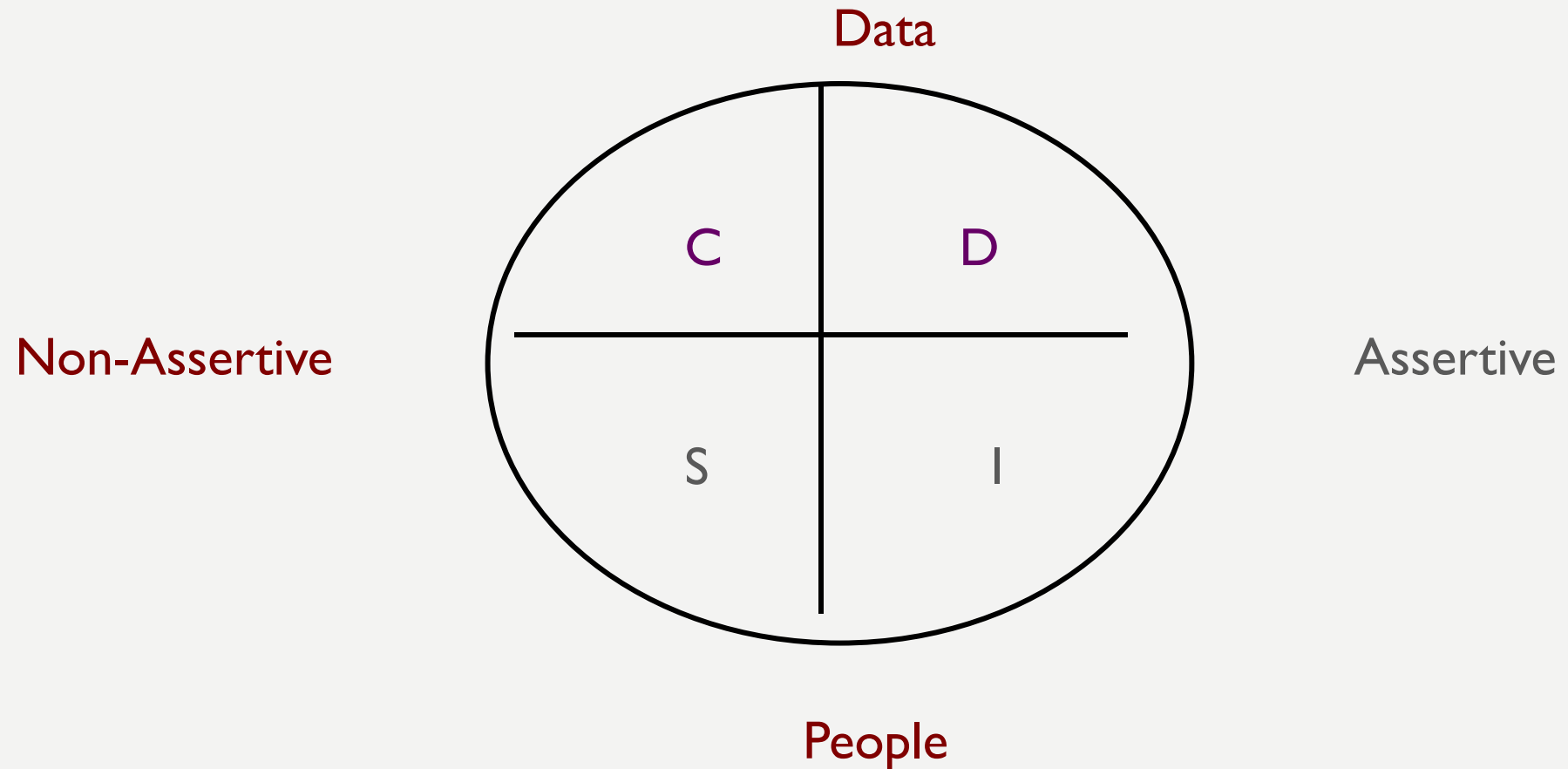
“Here’s what I will do/who I will contact to resolve your problem.”

“We have a problem . . .”

“To solve the problem . . .”

LISTEN TO THE CUSTOMER STYLE

Personality Type —



LISTEN TO THE CUSTOMER “STYLE” IT IS YOUR RESPONSIBILITY TO ADAPT OR FLEX YOUR STYLE TO MEET THE NEEDS OF THE CALLER.

- D** — Swift reaction, maximum effort to **control**, minimum concern for caution in relationship, present time frame, direct action, tends to reject inaction.
- I** — Rapid reaction, maximum effort to **involve**, minimum concern for routine, future time frame, impulsive action, tends to reject isolation.
- S** — Unhurried reaction, maximum effort to **relate**, minimum concern for effective change, present time frame, supportive action, tends to reject conflict.
- C** — Slow reaction, maximum effort to **organize**, minimum concern for relationship, historical time frame, cautious action, tends to reject involvement.

GETTING ON THE ELEVATOR

D = Walks up, gets on, pushes button, closes the door.

I = Lets others in, “Always room for one more”, “We’ll wait on you...”

S = Wait in line, will move until a comfortable decision.

C = Count the number of people and, if overcrowded, make someone get off.

Identify the Caller's Communication Style

Create Your Rapport

Building Response

- I. “Everyone loved the idea ...”

Expressive
Expressive-Oriented:
Chatty, enthusiastic,
varied tone of voice;
faster-paced speech.

Respond with feeling words
and enthusiasm about the
idea.

Identify the Caller's Communication Style

Create Your Rapport

Building Response

2. “Exactly how long will it take me to ...”

Analytical
Detail-Oriented:
Speaks precisely,
asks “how, why,
when, where”
questions to get
key issues
covered.

Tell them immediately exactly how long the process should take. Offer any details about the experience that will back up the validity of your estimate.

Identify the Caller's Communication Style

Create Your Rapport

Building Response

3. I need refreshments tomorrow for 50 people ...”

Driver
Results-Oriented:
States needs and wants directly. Very little emotion stated.

Respond quickly that you can meet the stated need. Hit the high points quickly and don't get bogged down with details about how you will do the work.

Identify the Caller's Communication Style

Create Your Rapport

Building Response

4. "I'm counting on a long relationship ..."

Amiable Relationship-Oriented:
Talks about cooperation and prefers predictable outcomes.

Express the value to you of a trusting, long-term relationship. Reinforce your commitment to cooperative efforts that will continue to give them good results.

STOP AND LISTEN:



- Separate the person from the problem.
- Focus on interests. Two: (My Interests, Their Interest)
- People do things for their reasons, not yours. They act in their own self-interest. To be persuasive you must understand what interests the other person would like to maximize. Learn to think like an observer who can witness the people, the issues, and the situation in which you are involved.

Do you let
people
finish what
they're
trying to say
before you
speak?

Can you listen nonjudgmentally even if you do not like the person who's talking?

Can you listen fully even though you think you know what he/she is about to say?

Do you stop what you're doing and give full attention when listening?

If the person hesitates, do you try to encourage him/her rather than start your reply?

Do you listen fully regardless of the speaker's manner of speaking (i.e., grammar, accent, choice of words)?

STOP AND LISTEN

- Plan to listen. Plan an objective for the listening you will do in a specific conversation.
- Block out internal and external distractions. (Visual, auditory, and psychic)
- Stay mentally attentive. Plan questions for clarification.



Questions Answers

ASKING PROBING QUESTIONS

- Start with “What”, “How”, “When”, “Where”, “Why”
- Use introductory phrases, such as:
 - “Could you tell me ...”
 - “Tell me ...”
 - “Help me understand ...”
 - “Can you give me an example ...”

ASKING PROBING QUESTIONS



Questions
Answers

- “Tell me a little bit about ... (the situation).”
- “What’s important to you in choosing ...?”
- “What would you like me to do for you?”



QUESTION TYPES

- Expansion

– Clarification

- Redirection

10 STEPS TO EFFECTIVE LISTENING





**FACE THE SPEAKER
AND MAINTAIN EYE
CONTACT**

**BE ATTENTIVE,
BUT RELAXED**



**KEEP AN
OPEN MIND**

**LISTEN TO THE WORDS AND TRY
TO PICTURE WHAT THE
SPEAKER IS SAYING**



**WAIT FOR THE
SPEAKER TO PAUSE
TO ASK CLARIFYING
QUESTIONS**

**DON'T INTERRUPT AND DON'T
IMPOSE YOUR "SOLUTIONS".**



**ASK QUESTIONS
ONLY TO ENSURE
UNDERSTANDING**

**TRY TO FEEL WHAT
THE SPEAKER IS
SAYING**



**GIVE THE SPEAKER
REGULAR FEEDBACK**

**PAY ATTENTION
TO WHAT ISN'T
SAID!**

LISTENING SKILLS EXERCISE

Summarize, Summarize, Summarize!

LISTENING IS A SKILL



Listen completely first. Make people feel valued.

Defer their judgment. Listen for feelings and facts.

Realize listening is a full-time job.

Listen carefully. Give feedback. Ask for confirmation.

**THANK
YOU!**

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