

**ON - THE - JOB TRAINING RECORD  
CONTINUATION SHEET**

Date of Training: \_\_\_\_\_

Lesson Category: Asking the Right Questions & Listening

Lesson Title: Eight Ways to Improve Your Listening Skills

Student Materials/Activities:

1. Students were instructed to listen to the audio "Eight Ways to Improve Your Listening Skills."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the two Master Keys to recruiting.
2. To identify and discuss the eight listening skills identified in the audio and the tips to improve them.
3. To discuss a series of questions related to persuasion, talking, questioning and note-taking during a sales interview.
4. To have the participants identify their biggest listening challenges, the reasons for those challenges and strategies to improve those skills.

Lesson Outline:

1. Identify and discuss the two Master Keys to recruiting:
  - a. Asking: It means that if you pose enough of the right questions to the right people, during your sales interviews, you are more likely to gain a lot of accessions.
  - b. Listening: It means that it's absolutely critical for a recruiter to pay attention – careful attention – to what the applicant truly says – and then determine what they really mean by what they said.
2. Identify and discuss the eight listening skills in the audio and the tips to improve them.
  - a. Number 1: Listen with your eyes, your heart and your ears – Put yourself in the shoes of the other person.
  - b. Number 2: Give your applicant your undivided attention – Don't let your mind wander.
  - c. Number 3: Focus on what the applicant is saying, and don't try and read meanings into what you think they are saying – Ask questions to get clarification.
  - d. Number 4: Never interrupt an applicant, but be interruptible – If the applicant starts talking while you're talking, you should stop talking immediately and listen to them.
  - e. Number 5: Control as many outside interruptions as possible – Turn off your phones and the sounds on the computer and close the door during an interview.
  - f. Number 6: Put your body into it...get involved – Use facial expressions and other non-verbal clues to show you're interested.
  - g. Number 7: Don't overreact... stay cool – Hear the other person out, especially when they are angry, before responding.
  - h. Number 8: Take notes and place stars next to important points – Whenever the applicant mentions an issue, problem or need you can help them with, be sure to jot it down.
3. Using the questions on page 2 of Manager's Meeting Guide, the facilitator will ask a series of discussion questions regarding the following topics:
  - a. The importance of being "persuasive about things your applicants tell you that they want to be persuaded about."
  - b. The problems associated with a recruiter talking too much during a sales interview.
  - c. Why recruiters may be afraid to ask clarification questions.
  - d. The value of taking notes during a sales interview.
4. Using the Sales Success Worksheet, participants were asked to identify their three biggest listening challenges, the reasons for those challenges and strategies to improve those skills.

LAST NAME - FIRST NAME - MIDDLE INITIAL