

# MANAGER'S MEETING GUIDE

## FIVE SECRETS TO BEING A GREAT LISTENER

### BEFORE YOUR TRAINING MEETING

<p>1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.</p>	<p>Date of training meeting: _____</p> <p>Time of training meeting: _____</p> <p><input type="checkbox"/> I have invited my team.</p>
<p>2. Listen to this week's audio lesson.</p>	<p><input type="checkbox"/> I have listened to "Five Secrets to Being a Great Listener."</p>
<p>3. Key coaching points to remember for this week's training meeting:</p>	<ul style="list-style-type: none"><li>• The five secrets to being a great listener are:<ol style="list-style-type: none"><li>1. Have pre-prepared questions: If you're sitting there thinking about what you're going to ask next – you're not listening to that lead or applicant.</li><li>2. Write down the answers: Don't forget to ask permission to take notes. But if you're writing down notes about the answers, it forces you to continue listening carefully.</li><li>3. Ask feedback or reflective questions: They help you get some information about whether or not your presentation is on target or if what you heard is correct.</li><li>4. Listen for concept, tone, and emotion: Don't try to isolate specific things, or major in minors, getting caught up in one or two specific phrases.</li><li>5. Rephrase what you heard with a Summary Statement: "What I heard you say was... is that correct?"</li></ol></li></ul>
<p>4. Develop a personal anecdote about this topic:</p>	<ul style="list-style-type: none"><li>• What happened? Was it a case when you didn't listen well enough? Was it a case when you DID listen and heard something critical that helped you gain an accession?</li></ul> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>5. Get ready for the training meeting the day before it's going to be held:</p>	<ul style="list-style-type: none"><li>• Make sure the meeting room seating is arranged for group discussion.</li><li>• Be sure to have at least one large whiteboard and/or flip chart with markers.</li><li>• Send an e-mail, voice mail, or memo reminder to your team.</li></ul>

## Topics for Discussion/Action at Your Training Meeting on “Five Secrets to Being a Great Listener”

- What ARE the five secrets to being a great listener?
- Why should you have questions prepared and ready before a sales call?
- What kind of information do you need to get from your lead/applicant? (personal goals, interests, problems, difficulties, experiences, availability, influencers in their lives, etc.)
- Share an example of the questions you prepared and wrote on your Sales Success Worksheet.
- Can anyone share a story about a time that they didn't listen well enough and missed something important? How about a time that you DID listen and heard something critical that enabled you to gain an accession?

# SALES SUCCESS WORKSHEET

## FIVE SECRETS TO BEING A GREAT LISTENER

I listened to *“Five Secrets to Being a Great Listener.”*

- Choose one lead or applicant you are meeting within the next week.

Name:

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- With this appointment in mind, prepare a list of questions you’ll ask. Take a copy of this list with you when you have the meeting.

1. 

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2. 

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3. 

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4. 

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5. 

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- Write down all of the answers you hear. Summarize the responses below.

1. 

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2. 

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3. 

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4. 

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5. 

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- Remember to ask feedback questions based on the person’s response!

Other notes on the call? Jot them here and bring this sheet to the next training meeting.

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- Be prepared to discuss how having pre-prepared questions impacted the interview process.
- Bring this worksheet to the next training meeting and be prepared to discuss your answers.