



LISTENING

Getting over the eight-second attention span.

Most managers agree that they rarely focus on finding ways to improve their teams' listening skills.

The Listening course was specifically-developed to help sales teams combat that problem.

GOING FROM PASSIVE TO ACTIVE

Listening versus hearing is an ongoing battle. Learners will be taught how to become active listeners via:

- Listening with an ego bias
- Listening with empathy
- Informational listening
- Critical listening

LISTENING IQ

Many people take their listening skills for granted. That's because they assume people are always listening. Learners will find out how they rank when it comes to their own listening IQ.

INVEST AND RESIST

Interrupting someone can infuriate them. This course teaches learners how to resist the urge of interrupting someone and invest in what they are saying.

INFORMATION RETENTION

Memory tends to fade with age. Learners are shown how to boost their short-term and long-term memory.

PUTTING IT IN WRITING

Effective listening is only half the battle. Learners will become better note takers that in turn, will greatly enhance their understanding and performance.

80/20 RULE

Research shows that effective listeners do as little as 20 percent of the talking. For those who fall into the 80 percent group, this course shows specific tricks of the trade to join the 20 percent.

LEARN BY LISTENING

Most people listen only to respond, not to understand. Learners will be coached on how to understand the other person's perspective and communicate effectively.

