

Active Listening

Active listeners are not only paying attention to the **CONTENT** of a conversation, but also the other person's **INTENT** and the underlying **EMOTIONS** expressed.



70%

Poor listening habits and skills affect more than 70% of all employees which leads to misunderstandings, errors, missed opportunities, and damaged relationships.

Limit your own talking. **Don't multi-task.** Allow the speaker to finish.
Don't interrupt.

Encourage the speaker to continue using an **engaged tone** and **small verbal comments.**

"I see"

"Uh huh"

"Yes"

Take notes. When an important point is made, make sure you write it down.

Ask questions to better understand the issue.

"What do you mean when you say..."

"Is this what you mean..."

Paraphrase back to the customer what they've stated. Assures you understand what the customer is saying and have properly identified their needs.

Be Patient

Every time you lose your patience,
the company's reputation is suffering.

● Identify deeper customer needs

● Fewer misunderstandings

● Makes problem solving easier

