

Active Listening Facilitator Guide

Topic:	Active Listening
Time Required:	2 hours, 5 minutes (includes 45 minutes for eLearning course)
Slide Deck:	Active Listening_Facilitator PPT.pptx
Learning Objectives:	<p>When conversing with customers,</p> <ul style="list-style-type: none"> • Utilize the active listening process to ensure the customer feels heard • Reframe the customer’s narrative with the intent to move them to the next stage of the buying process.
Facilitator Pre-Work:	<p>Review the Active Listening eLearning module.</p> <p>Meet with the program manager of your participants to customize the activities and examples used in this training.</p> <ul style="list-style-type: none"> • Activity 1: Listen and Effectively Question. See activity instructions. This can be done with generic examples that must be prepared ahead of time or meet with the client and/or program manager to customize. • Activity 2: Reflect, Repeat, Reframe and Agree & Act. See activity instructions. This can be done with generic examples that must be prepared ahead of time or meet with the client and/or program manager to customize.
Materials Needed:	Participants will need access to a computer, paper, and a pen/pencil.

Training Agenda:

Introduction (10 min)

eLearning Course (60 min)

Activity 1 - Listen & Effectively Question (30 min)

Activity 2 – Reflect, Repeat, Reframe and Agree & Act (30 min)

Debrief (10 min)



Introduction (10 min)

Materials Needed: n/a

SAY:

- Welcome! (introduce yourself). Today we will begin with some expectations and guidelines to be successful during our time together.
- Our session will be a combination of independent eLearning and group activities, discussions, and skill practices. You will spend some time working through the module covering Active Listening and be expected to participate in practice activities either with your peers or independently.

ASK:

- Ask the participants to introduce themselves and share one fun fact about them.

OPENING ACTIVITY:

- Popcorn Storytelling: In popcorn storytelling, each “player” takes a turn adding on to the story that the group is building together. The Trainer will start with a sentence, for example: “Once upon a time there lived a great big purple dragon...” and the next person must use their active listening skills to incorporate what they just heard in order to add on to the story.

ASK:

- What made that activity difficult? Were parts of it easy for you?
 - *Answers will vary.*

SAY:

- Our goals for today are to learn how to apply the four steps of Active Listening.
- In the Popcorn Storytelling activity, you had to use some of the key behaviors of the Active Listening process to ensure that your part of the story aligned with your teammates’.

DO:

- Utilize the PowerPoint slide(s) to review the upcoming concepts and lessons within the Active Listening module.

SAY

- By the end of our session, you will be able to use these steps when working with customers to ensure that the customer truly feels heard. (Review the WHY behind Active Listening)
- Let’s open the Active Listening module.

eLearning Course (60 min)

Materials Needed: Participant Computers

DO:

- Check to ensure all trainees can access the modules while you project the module from your screen.
- Provide a brief overview
- Watch the first video of “The Power of Listening” together.

SAY:

- William Ury ask in the video, “If someone speaks, but no one really listens, is that communication?”



ASK

- What do you think?
 - *Answers will vary. Try to engage learners in dialogue.*

SAY

- We created this course to ensure all reps are successful. To be a successful sales rep, you have to be well versed in Active Listening. You may have already heard this information before, and that's okay. We can always be working to improve our listening skills. As you go through the module, take note of what you could start doing today to improve your own listening skills.

DO:

- Preview the outline of the eLearning module.
- At the 0.5- and 1- hour mark, check on trainee completion of the module. Determine barriers for those who have fallen behind.
- If learners finish early, continue on.

SAY:

- Now that you all have completed the module, let's debrief.

ASK:

- What are the four steps of Active Listening?
 - *Listen, Effectively Question, Reflect/Repeat/Reframe, Agree & Act*
- What does it mean to Actively Listen at work?
 - *Listen for where you are in the buyer's journey because we want them to commit to that next step in the buyer's journey.*
 - *Listen to understand where the buyer is in the process, what the buyer needs from you, whether this is a good account/good fit, and what the buyer is interested in.*
- What are your biggest takeaways from this training?
 - *Answers will vary. Try to link responses to their role in sales and sales success.*

Activity 1 - Listen & Effectively Question (30 min)

Materials Needed: Paper and Pencil/Pen; or Computer

SAY:

- As you learned in the eLearning course, the most important pieces of Active Listening are the listening and questioning.
- To practice this and see it in action, we're going to do an activity called "Tell Me What You See."

DO

- Split learners into partners. Learner 1 in each pair is given a simple picture (like the one below) and must not show it to their partner. Learner 2 has drawing paper and a pen/pencil.
- Have learners sit facing away from one another.

SAY:

- Learner 2 will have 5 minutes to ask questions about the picture that Learner 1 is holding so that they can draw it as accurately as possible. Learner 1 is allowed to answer all questions and describe the picture.
- After 5 minutes – have pairs compare their drawings to the picture.



ASK:

- During your questioning, what did you notice or figure out about your questions? What made some more helpful than others?
 - *Open ended questions gave way to more informative answers.*
- What are your key takeaways? What would you do differently or incorporate after having this time to practice?
 - *Answers will vary.*
- How can listening and effective questioning impact your sale with a potential customer?
 - *They will help in getting to the actual root of the pain point.*

Activity 2 – Reflect, Repeat, Reframe and Agree & Act (30 min)

Materials Needed: Paper and Pencil/Pen; or Computer

SAY:

- We just effectively questioned our potential buyer to ensure we thoroughly understood and heard what they were saying. Now that we know those things, how are we going to convey to the buyer that they have been heard?
 - *Reflect, Repeat, Reframe*
- Now, we will do an activity where we practice this step along with step 4 of the Active Listening process.

ASK

- Can someone explain the purpose of the 4th step of Active Listening – Agree and Act?
 - *The purpose is to get the buyer to agree with the restatement and act/schedule something moving forward.*

DO:

- Watch the YouTube video of *The Big Bang Theory*.
https://www.youtube.com/watch?v=3_dAkDsBQyk
- Discuss minimal encouragers used.
- Pass out transcript of YouTube Video.
- Split the learners into groups and assign each group as either representing PlayStation or Xbox.

SAY:

- Let's imagine that Amy was concerned with more than just getting the butter.
- In your groups, think about you (as Amy) could Reflect, Repeat, and Reframe Sheldon's concerns from the perspective of either a PlayStation or Xbox representative.
- Then, work on what the Agree & Act step could look like in this situation.
- Draft what this could sound like.

DO:

- Allow learners to wrap up step 3, but then remind learners to move onto the Agree & Act step with their groups.

DO:

- Have all groups reassemble
- Rewatch the YouTube clip.
- Have each group share out what they came up with. Discuss similarities/differences between each group's approach.



ASK:

- What worked well? What didn't work well?
- What are your key takeaways? What would you do differently or incorporate after having this time to practice?
 - *Answers will vary.*

Debrief (10 min)

Materials Needed: n/a

SAY:

- Today, we discussed and practiced Active Listening. (Tie in the activities, what the groups have done, and learner comments made)

ASK

- What were four steps of Active Listening?
 - *Listen, Effectively Question, Reflect/Repeat/Reframe, Agree & Act*
- What commitment can you make to incorporate Active Listening into every interaction you have with a customer or potential client?

ASK

- What questions do you have?
- What questions do you have for me?
- What general thoughts do you have on this?

SAY

- Thank you for your time. None of this is going to just come easy!
- You've got to practice, practice, practice to get better at this.

