

Questions & Active Listening



Discover Information, Understand Consequences and Identify Needs. Show Your People How to Discover the Information that Fuels Sales Success By Using the Skills of Questioning and Active Listening.

Interactive Bite Size Coaching Pack with Simulation

Description

Why should I ask questions?

When should I ask questions?

What type of questions should I ask?

What is 'active listening'?

A core skill of every sales person, 'Questions & Active Listening' shows people how to improve sales performance, build rapport and understand customers by:

- Developing the skills that identify and qualify needs.
- Applying active listening techniques to identify opportunities and recognise where to probe for key information.
- Questioning and summarising to move the sale forward with confidence.

Participants cover open, closed, summary, qualifying questions and active listening to discover how they can use these powerful techniques to identify and close more business.

Simulation Content

An enquiry from an existing customer provides a great opportunity to do business, but there is so much information to find out. Done correctly, your people will discover a great business opportunity. Done incorrectly, business could be lost.

The 'Questions & Active Listening' simulation measures key skills in open, closed, summary and qualifying questions plus your people's ability to actively listen. Comprehensive feedback is provided on every decision as they work on these key skills that every sales person needs to maximise business

What You Will Receive

What you will receive

The easy to use 'Questions & Active Listening' Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Questions & Active Listening business simulation
- PowerPoint slides
- Coaching guide
- Coach's notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials, **which you can print from the disc as often as you wish.**

Questions & Active Listening



How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

Stage	Activity	Outcomes
Coaching Time: 45-60 Minutes	The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 30 minutes	Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

Individual Coaching – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.