



The Art of Active Listening

Overview

Sales representatives are taught to deliver a message and to sell. But only by listening carefully to physicians, and responding to their needs, can representatives bring real value to each interaction. Active listening involves working hard to listen more, and speak less.

This interactive program provides concrete steps that representatives can take to increase their listening skills, from eliminating barriers to listening, to using specific techniques to listen attentively to uncover real needs.

Target Audience

Territory/Primary care representatives

Learning Objectives

By the end of the workshop, participants will be able to:

- **Prepare** for calls by identifying barriers to effective listening and determining ways to deal with these barriers
- **Pay Attention** by recognizing and acting on verbal and non-verbal cues, dealing with various listening challenges and identifying the impact of perception on one's ability to listen
- **Pause** using the power of silence and not interrupting
- **Paraphrase** to clarify and empathize
- **Probe for concerns** using questions as a listening tool
- **Practice** by continuously assessing and developing their listening skills

Length

Half day and one day versions are available

Note

All programs can be customized to your needs and time frame.

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