



# **Establish a Culture of Sales**

## **Handout 3**

### **Listening Ability Questionnaire**

## Test Your Listening Ability

Listening inventory: How do you measure up as a listener?

You can identify your listening weaknesses and rate how well you listen by using the following quiz. It will help you to pinpoint specific areas that need improvement and evaluate your overall listening competency.

Read the questions listed below and rate yourself on each of the listening characteristics using the following scale:

<b>Always = 4</b>	<b>Almost always = 3</b>	<b>Rarely = 2 points</b>	<b>Never = 1</b>
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	Listening characteristics	Responses			
		4	3	2	1
1.	Do I allow the speaker to express his or her complete thoughts without interrupting?	4	3	2	1
2.	Do I listen between the lines, especially when conversing with individuals who frequently use hidden meanings?	4	3	2	1
3.	Do I actively try to develop retention ability to remember important facts?	4	3	2	1
4.	Do I write down the most important details of a message?	4	3	2	1
5.	In recording a message, do I concentrate on writing the major facts and key phrases?	4	3	2	1
6.	Do I read essential details back to the speaker before the conversation ends to ensure correct understanding?	4	3	2	1
7.	Do I refrain from turning off the speaker because the message is dull or because I do not personally know or like the speaker?	4	3	2	1
8.	Do I avoid becoming hostile or excited when a speaker's views differ from my own?	4	3	2	1

9.	Do I ignore distractions when listening?	4	3	2	1
10.	Do I express a genuine interest in the other individual's conversation?	4	3	2	1

### Rating

How do you rate as a listener?

If you scored **32** or more points, you are an excellent listener - a positive receiver of ideas through listening.

A score of **27 to 31** makes you a better-than-average listener.

A score of **22 to 26** points suggests that you need to consciously practice listening. It is a signal that there are weaknesses that need to be eliminated.

If you scored **21** points or less, many of the messages you receive are probably garbled and are not likely to be transmitted effectively. By consciously working to eliminate the "never" and "rarely" responses, you should significantly improve day-to-day operations and working relationships.

Whenever people listen, they are at one of three basic levels of listening. These levels require various degrees of concentration by the listener. As you move from the first to the third level, the potential for understanding and clear communication increases.