



Establish a Culture of Sales

Handout 5

Active Listening Skills

Questionnaire

Evaluate the response indicating if it was:

Marginal (M)	Evaluative (E)	Active (A)
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Rephrase the Marginal and Evaluative responses into Active responses.

SITUATION	RESPONSE (M), (E) or (A)	REPHRASE INTO (A)
1 "I need floor polish, pesticide and 5mm elbow piping."		
"Oh, you need some stuff. What exactly can I help with?"		
2 "Does this medicine contain nitrates and phosphates?"		
"It does not contain any elements that will be bad for your animals!"		
3 "What is the difference between the blue can and the green can?"		
"I can recommend both. It's all good!"		
4 "Can you please help me find plastic gloves?"		
"Yes, sir. Follow me to the shelf with plastic gloves. Do you need the thin ones for household use or the rubber ones for industrial use?"		
5 "I previously had difficulty opening these capsules but I need 100 of them!"		

	“We never had complaints from other customers about the capsules!”		
6	“I need fertilizer that will work for roses and scrubs!”		
	“What do you want the fertilizer for?”		