

# Active Listening

Demonstrate active listening skills

# Active Listening

**Overview:** We will examine concepts associated with Active Listening.

**Objectives:**

- Recognize the importance of Active Listening
- Describe ways to improve your personal Listening skills
- Contemplate your response to a hypothetical business situation

**Outline:**

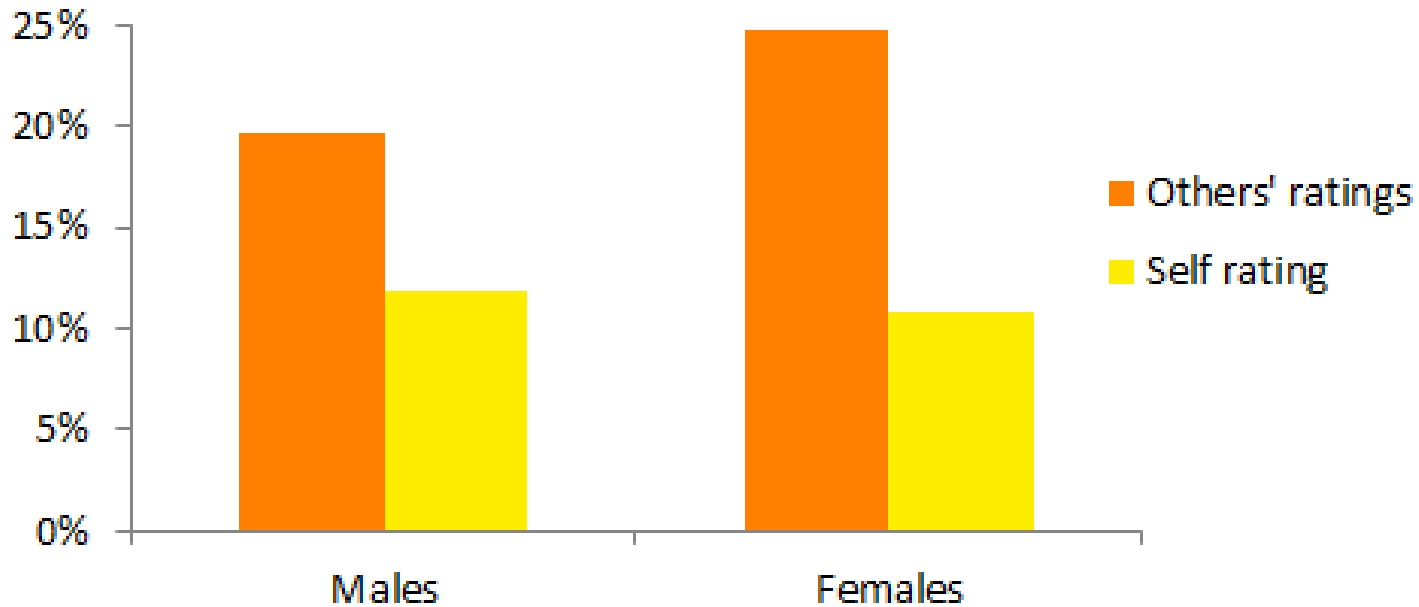
- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

*Why should a business person (or for that matter – any person) be concerned about Active Listening?*

## Thought starter ....

Discuss the bar graph below. What information is illustrated? Do you agree with the information shown? Why do you think this data is correct (or not correct)?

**Proportion of 'Excellent' ratings for the question  
"Demonstrates effective listening"**



Standard: Demonstrate active listening skills. (MKTC.05.02.c)

## Thought starter #2 ....

In groups of two or three ... pick one of these behaviors for each category:

- A. The easiest one to do.
- B. The behavior you appreciate the most when others exhibit this toward you.

Select a spokesperson to provide your group's response.



Standard: Demonstrate active listening skills. (MKTC.05.02.c)

# Active Listening

2:40



**Improve Your Listening Skills with Active Listening**

<https://youtu.be/t2z9mdX1j4A>

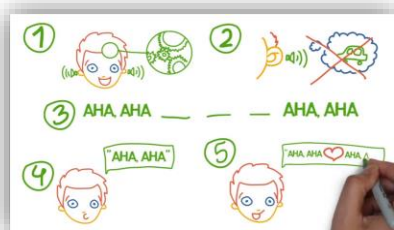
2:13



**6 Tips for Active Listening #LittleThings**

[https://youtu.be/oWe\\_ogA5YCU](https://youtu.be/oWe_ogA5YCU)

1.41



**Active Listening. How to be a great listener.**

[https://youtu.be/z\\_rNd7h6z8](https://youtu.be/z_rNd7h6z8)

Standard Demonstrate active listening skills. (MKTC.05.02.c)

# Active Listening

Summarize each paragraph individually.

Discuss each summary as a class.

**Summarize your understanding of each paragraph.**

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

# Active Listening

Assume you are assigned to mentor a new employee who recently joined your company. Your company sells travel and recreation services. One of the “packages” your company sells is a one-week vacation to Hawaii.

The new employee is very good at using the computer, and is also always very punctual. But the new employee doesn't seem to listen to customers who want to use your services. In fact, one family came in wanting to visit Paris France in the upcoming summer – but the new employee tried to convince them to visit Hawaii instead.

**Q. How will you respond to this situation?**