

Profiling Your Sales Personality **Listening Assessment**



Reflect back to determine how frequently your organization practices each of the following best practices and check the corresponding box. When finished, add the point value of all your responses and use the scale at the bottom to determine your organization's effectiveness in this particular area.

ALMOST ALWAYS OFTEN SOMETIMES SELDOM ALMOST NEVER

1. I maintain good eye contact when talking to a prospect.					
2. I allow the prospect to finish talking without interrupting.					
3. I give the prospect my complete attention without engaging in any other activities.					
4. I paraphrase what the prospect has said to make sure I am clear on what he/she is saying.					
5. I concentrate on the prospect's points, even if I am not interested.					
6. I refrain from forming rebuttals in my head while the prospect talks.					
7. I ask the prospect open-ended questions to clarify my understanding of his/her message.					
8. I refrain from daydreaming or thinking of other things while the prospect talks.					
9. I use nonverbal cues, such as head nodding, to encourage the prospect to continue.					
10. I "tune out" distractions when listening to the prospect.					
11. I take notes to help me remember key points during the conversation.					
12. I do not overreact to a prospect's emotionally charged words.					
13. I listen for the prospect's main message or theme during the conversation.					
14. I pay attention to the prospect's nonverbal cues that may contradict his/her message.					
15. I listen for tone and feeling in addition to facts.					
16. I concentrate on the prospect's message and not on his/her appearance or mannerisms.					
17. I confirm my perception of the prospect's feelings by acknowledging the emotion he/she may be experiencing.					
18. I think about how the prospect may react to what I say before I speak.					
19. I summarize the prospect's main points at the end of the conversation.					
20. I use interjections (uh-huh, go on, tell me more) for additional contribution.					

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5 POINTS EACH 4 POINTS EACH 3 POINTS EACH 2 POINTS EACH 1 POINT EACH

TALLY TOTALS

GRAND TOTAL

100-92 = ACTIVELY | 91-75 = DEVELOPING | 74-46 = INCONSISTENTLY | 45-29 = SURVIVING | 28-20 = NEARLY DEAF