**Communication Skills Part 2 –**

**Activity document**

**Topics and timing**

Introduction – 0

Section 1 - Active listening – 3.40

Section 1 – Review – 7.53

Section 2 – Asking the right questions – 8.34

Section 2 – Review – 15.12

Section 3 – Take the sales out of selling – 16.16

Section 3 – Review – 26.26

Section 4 – Testing the water and presenting price – 27.07

Section 4 – Review – 38.32

Final tips – 38.32

Duration 41 minutes and 48 seconds

45 mins to 1 hour when completing section review exercises

**Section 1 Review**

List 4 points that you have taken onboard about active listening:

1.

2.

3.

4.

Then make a note on how each of these points will be useful to you as you move forwards.

**Section 2 Review**

Answer the following questions

1. What are open questions?
2. Give 4 examples of open questions you might ask.
3. What are closed questions?
4. Give 4 examples of closed questions.
5. Why does combining open and closed questions work so well?

**Section 3 Review**

Take a moment to think about and answer these points

1. What is a Needs Analysis?
2. List 4 questions you would ask to allow the customer to tell you why they should work with you.

**Section 4 Review**

Take a few minutes to think about and answer these questions

1. What is the difference between gauging and trial closing questions?

2. Why should you recap on needs before going through prices?

3. When presenting price, why ask the customer “which option suits you best”?

4. How would you try and overcome uncertainties on:

Price

Time