

Episode 30 - Worksheet

THE ART OF LISTENING - Mastering Phone Sales



Date :

"You cannot truly listen to anyone and do anything else at the same time."

- M. Scott Peck

1. What is the main purpose of active listening in sales?

- A. To quickly respond with a scripted pitch
- B. To identify the prospect's favorite logistics provider
- C. To deeply understand customer needs and build connection
- D. To make the sales call shorter

2. According to Daman, what is one physical tip sales reps can use to get into a good listening state?

- A. Stand up and walk during the call
- B. Smile the entire time
- C. Focus on breathing and staying relaxed
- D. Keep eyes closed while listening

3. What type of questions does Gayle recommend for encouraging dialogue?

- A. Yes/no questions
- B. Multiple choice questions
- C. Open-ended questions
- D. Hypothetical questions

4. Which of the following is an example of a powerful open-ended question?

- A. "Do you like your logistics partner?"
- B. "Is your provider affordable?"
- C. "Can you tell me more about your current logistics challenges?"
- D. "Would you consider switching providers?"

5. What is the benefit of using brief pauses or silence after asking a question?

- A. It confuses the prospect
- B. It shows disinterest
- C. It encourages the prospect to expand on their thoughts
- D. It gives you time to change the subject

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6. What is one common mistake salespeople make while listening, according to Dean?

- A. Smiling too much
- B. Interrupting the prospect too quickly
- C. Speaking too softly
- D. Asking too many questions

7. Which phrase shows empathy when responding to objections?

- A. "That's not really a problem."
- B. "You're wrong about that."
- C. "I understand why that's a concern for you."
- D. "Let's move past that."

8. When handling objections, what should come before offering a solution?

- A. Pitching another service
- B. Making a discount offer
- C. Acknowledging and clarifying the objection
- D. Ignoring the concern

9. What's one strategy Gayle suggests for improving listening skills over time?

- A. Practicing elevator pitches
- B. Memorizing industry stats
- C. Recording and reviewing your sales calls
- D. Watching motivational videos

10. What's the overall goal of improving your listening skills in sales?

- A. To reduce call times
- B. To win arguments with clients
- C. To build stronger relationships and close more deals
- D. To sound more professional

Answer Key:

C, C, C, C, C, B, C, C, C, C