

## Wrong Ways to Listen

1. **Editing:** You hear only what you want to hear.
2. **Rehearsing:** You think about what you want to say while the other person is talking.
3. **Delving:** You focus on finding the hidden message, rather than listening to what the other person is saying.
4. **Daydreaming:** You let your mind wander.
5. **Personalizing:** You relate everything the person is saying to your own life and allow your thoughts to wander.
6. **Switching:** You change the subject quickly as soon as the person stops speaking.
7. **Arguing:** You focus on finding something to judge or ridicule.
8. **Agreeing:** You nod your head to everything in order to avoid conflict.

We are as guilty as our students when it comes to listening in the wrong way. Learn to listen 'actively'. A good listener is able to repeat back everything the other person has said, and understands what the person's feelings were about the subject. Develop your listening skills and keep checking with the other person, e.g. "What I hear you say is....is that right?"

Source: *Sales Talk* by Brian Jeffrey