

# +TOPLINETALENT

## LESSON FIVE

### ACTIVITY 3

Now, let's think about the top three prospect/clients you have identified. Rank order their top two traits below.

Prospect/Client #1                      Name:  
#1 Trait  
#2 Trait

Prospect/Client #2                      Name:  
#1 Trait  
#2 Trait

Prospect/Client #3                      Name:  
#1 Trait  
#2 Trait

## LESSON SIXTEEN

### ACTIVITY 2

- (1) Have you ever been in a meeting where it was obvious that someone was talking too much? What was the reaction of the prospect or client?
- (2) When did your lack of listening either cost you an opportunity or force you into damage control mode?
- (3) When have you been truly ampliative, i.e., expanded the dialogue due to your ability to ask great open-ended questions?
- (4) Recall a time when you set aside that ego need for recognition. Didn't it make a difference in the quality and amount of information you received?

### ACTIVITY 3

- (1) How naturally listening oriented are you? Select all that apply (Be Honest!)
  - I hear not only the words that are being said but also try to understand the complete message.
  - When listening, I always find common areas of interest.
  - To behaviorally demonstrate interest, I frequently nod my head and make direct eye contact and hold my gaze from 7 – 10 seconds before breaking away.
  - Even when I have limited time to talk, the other person doesn't realize it.
  - Even when I have limited time I don't look at my watch or clock.
  - I rarely jump ahead and/or finish the other person's thoughts.
  - I rarely bring up any inconsistencies and/or errors in what is being said.
  - I consistently ask follow up questions such as "Can you tell me more about that?"
  - I focus entirely on the other person when listening, rarely having distracting thoughts.
  - I rarely talk over or interrupt.
- (2) How many did you select? (0 - 10)

We find that the top 7%, score at least eight checks. Be honest. Did you check items that you only do some of the time? Notice the ones you didn't check. The point of this exercise is to be honest with yourself and define areas of improvement. Most of us need better listening skills and don't know it.

## LESSON TWENTY-EIGHT

### ACTIVITY 2

- (1) Rank-order your prospect and client list by priority. You define what priority means based on your group/division's mission and your own performance goals. You can rank them by annual revenue, gross margin, share of wallet, growth potential.

Ranking	Prospect/Client	Notes
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- (2) Does your prioritized task list line up with the prospects and clients you define as high priority?

Check the statements that apply to you.

- I have low priority prospects/clients that are taking up too much of my time.
- I have prospects and clients I continue to call on that will never realistically do a significant amount of business with me
- I have clients that consume more resources than should be allocated given their profitability.
- I have avoided having a frank conversation with a current low priority client regarding profitability expectations and how the relationship can be more mutually beneficial to both parties.
- I continue to call on low priority prospects/clients because I like them and have a personal relationship.
- I should delegate or reallocate my time so that less is spent on low priority accounts.
- My manager has raised the issue with me regarding maximizing my prospect/client list, therefore maximizing my time and talent.

You must commit to spending time on prospects and clients that will pay off for you. What action steps can you take that will enable you to focus more of your efforts in areas with the highest potential?