

Exercise: Listening to customers

Get into groups of three and participate in a good exercise about listening.

- Once you're in groups of three, each person must be an A, B or C. Pick your letter.
- **Everyone:** Think of a person you know very well and have known for years.
- There will be three rounds. Each is the same, but your part changes in each round.
- A manager will serve in the role of "timer" for the entire group.
- When the "timer" says start on the first round, person A in all groups will talk to person B for two minutes.
- Person B is to listen only — don't interrupt, ask questions, write notes — just listen.
- Person C will take notes while A is talking.
- The "timer" will say "stop" after two minutes. Then person B will have one minute to relay back what he or she remembers of what A said.
- While B is reporting, C is to check items off the list.
- After one minute, the "timer" will say "stop." C, tell B the items missed. Don't read the whole list."