

COMM 344: Listening: A Relational Approach to Sales

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TEXTBOOK:

Scholarly articles posted on D2L and book chapters on reserve in the Library.

COURSE DESCRIPTION AND LEARNING OBJECTIVES:

Because listening is a relational process, we will explore a relational approach to sales. We will discover how empathy impacts each phase of the listening experience and has been linked to buyer trust and satisfaction. In addition to this affective (empathy) dimension of listening, we will learn about the cognitive, contextual, and ethical dimensions, so that we can use this knowledge to build appropriate and effective listening behaviors.

In addition, salespeople with empathy are more likely to understand the significance of a message and more likely to interpret and evaluate messages accurately, thereby committing correct information to memory. Consequently, empathetic salespeople are more likely to create meaning with their customers and build relationships that benefit both individuals and their respective organizations.

- Explain the complexity and centrality of the listening process when communicating across sales contexts.
- Participate in class discussions about how you will use an ethics of listening to build buyer relationships.
- Lead a class activity that builds understanding about how listening style preferences impact buyer interactions.
- Develop a listening behaviors workshop that synthesizes various concepts from the ethical, contextual, affective, behavioral, and cognitive dimensions of listening.

COURSE REQUIREMENTS:

1. ETHICS of LISTENING DISCUSSION (60 points)

Objective: Participate in a class discussion about how you will use an ethics of listening to build buyer relationships.

Step by Step Instructions:

1. Explain how making each one of **Beard's 4 choices** builds an ethics of listening. Share your reading notes with a classmate.
2. Write a **discussion post** that explains how *each* choice could positively impact an interaction with a buyer at your largest account: 1) choice to listen individually, 2) choice to listen selectively, 3) choice not to listen, and 4) choice to listen together. Earn points for answers that include both an *explanation of the choice* and an *application* to an interaction with a buyer at your largest account.

3. Come prepared to participate in **class discussion** about an ethics of listening. Earn points for *building upon peer's ideas* and *encouraging further exploration of ideas*.

2. FACILITATING A LISTENING ACTIVITY (60 points)

Objective: Lead a class activity that builds understanding about how listening style preferences impact buyer interactions.

Step by Step Instructions:

1. Take the **listening style preference profile** posted on D2L and be prepared to share your findings with the class.
2. Write a **discussion post** that explains how two of your listening style preferences impact your ability to listen to buyers. Earn points by including ***behaviors from the listening style preference profile***. For example, if “relational listening” is your preferred style, then how will you “focus on understanding the feelings behind words.” Similarly, if “transactional listening” is your next highest listening style preference, then you might explore incidents when you “get frustrated when buyers get off topic.”
3. Form small groups based on listening style preferences. Earn group points for ***organization*** by including ***questions*** to lead the class progressively to more understanding about the impact of the listening style on buyer interactions. Earn individual points for ***facilitation*** by *providing timely and thoughtful comments* that respond respectfully to others’ remarks and *encouraging responses* from the class.

3. LISTENING BEHAVIORS WORKSHOP (80 points)

Objective: Develop a thirty-minute listening behaviors workshop that synthesizes various concepts from the ethical, contextual, affective, behavioral, and cognitive dimensions of listening.

Step by Step Instructions:

1. Create a **concept map** that organizes all you have learned about listening dimensions. Use the map to help determine which concepts you hope to include in your listening behaviors workshop.
2. Groups earn points for an **instructional plan** that includes a *program title, motivation for learners, learning formats*, including time for questions and participant-to-participant learning interaction.
3. Individuals earn points for detailing a **learning format**: explain how *learning objectives tie to proposed workshop activities*. Individuals earn points for **facilitation** by providing *timely and thoughtful comments* that respond respectfully to others’ remarks and *encouraging responses* from the class during a **thirty-minute listening behaviors workshop**.

4. QUIZZES (100 points)

TENTATIVE SCHEDULE:

Week	Topics Discussed & Assignments Due	Readings Discussed
1	Listening Process	<i>ILA definition</i>
2	General Dimensions of Listening	<i>Halone et al. Article</i> on D2L
3	An Ethics of Listening Quiz #1 (<i>Halone et al. & Beard</i>)	<i>Beard Article</i> on D2L
4	Hearing & Focus Online Discussion: Ethics of Listening	<i>Brownell Chapter 3</i> on Reserve in the Library
5	Types of Listening Class Discussion: Ethics of Listening (9-23) Quiz #2 (<i>Cline & Brownell</i>)	<i>Cline Article</i> on D2L
6	Individual Differences in the Listening Process Online Discussion: Listening Style Preference	<i>Keaton et al. Article</i> on D2L
7	Salesperson Empathy & Listening Quiz #3 (<i>Keaton et al. & Aggarwal et al.</i>)	<i>Aggarwal et al. Article</i> on D2L
8	Facilitate Listening Activities	
9	Facilitate Listening Activities Nature of Empathy	<i>Brownell Chapter 6</i> on Reserve in the Library
10	Process of Remembering Quiz #4 (<i>Brownell Chapter 6 & Janusik</i>)	<i>Janusik Reading</i> on D2L
11	Listening in Extended Relationships Building Extended Relationships	<i>Pryor et al. Article on D2L</i>
12	Create Concept Maps (Group) Draft Instructional Plan Quiz #5 (<i>Pryor et al. article</i>)	
13	Instructional Plan (Group) due Draft Listening Formats Learning Format (Individual) due	
14	<i>Listening Workshop Rehearsals</i> <i>Thanksgiving Break</i>	
15	Listening Workshops	
16	Finals Week: Listening Workshops	