



## Mastering the Art of Listening

Duration: Three hours

Time: 9am – 12pm

For: Service providers and their Supervisors

### PROGRAM OBJECTIVES

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At the end of the workshop, participants will appreciate the critical importance that listening plays in the delivery of quality customer care

### METHODOLOGY

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Workshop consists of lecture/discussions, visual aids, individual and group activities.

### CONTENT DOMAIN

- ✚ The four essential listening tools.
- ✚ Types of listening:
  - Active.
  - Inactive.
  - Selective.
  - Reflective.
- ✚ Why listening to a customer is so important.
- ✚ The benefits of quality listening.
- ✚ Why aren't we better listeners?
- ✚ The steps to active listening.
- ✚ Characteristics of a Good Listener:
  - Empathy.
  - Understanding.
  - Patience.
  - Attentiveness.
  - Objectivity.

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