Cynthia Wheatley

Chapter Three

Action Tip 6

MKTG 1010

 “Listen to your Customers”

It is so important to understanding how to listen when you’re communicating with someone. Many people have forgotten how to effectively listen. Interrupting someone when they’re speaking is a very common occurrence. Typically men interrupt more often than woman, because woman have been socialized in engaging in sharing feelings more so than men and men have been socialized into more of a let’s get to the point type of conversations. Either way it can damage what you are truly absorbing in a conversation. It’s important to remain patient when you’re engaged in a conversation and not cut the person talking off in the middle of a thought or a point they are trying to make.

 If you need clarification at some time during the conversation of what someone was trying to make a point of, then it’s imperative that you wait and be patient before you blurt out what? Or what did you say? Or what do you mean? By learning patience and not interrupting you will have an easier time listening to what someone is trying say. If you just stay focused on what you are listening to without thinking about what you’re going to say next or assuming what you’re think your hearing you will be a better road to successfully listening to someone and improving your listening skills.

Poor listening skills are the number one problem in communication. We need to learn how to properly listen and communicate in all areas in our life whether it’s at home or at work. There is a psychological process that comes into play with the listening process. The cocktail party effect is a great example of this. The cocktail party effect is when there are so many conversations going on at once, you can hear them however you are the one who decides to focus in on only the ones that are important to you. The problem is that most people today talk more then they listen and this leads to interrupting and poor listening skills.

Added to my: E Portfolio Address: [cynthiawheatleyeportfolio.weebly.com](http://cynthiawheatleyeportfolio.weebly.com)

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Chapter Three

Reviewing the Facts #6

MKTG 1010

 Reviewing the Facts #6

There is a term called gatekeepers determines if the information is appropriate or needed to the person the message is aimed towards. In others word it’s someone who hears only what they want to hear .A gatekeeper complicates the listening process and relays a distorted message and would repeat only what they think you should know. You will not get the exact or the original message with a gatekeeper it has been compared to the “telephone game” There are some benefits to a gatekeeper such as they reduce a communication overload. Organizations can do a few things to minimize the number of gatekeepers between the customer and top management for example could be to develop a clear policy on what situations need their personal attention, and making sure the right people at the right rank handle certain situations.