wellcare™

6 TIPS FOR ACTIVE LISTENING

MAKE LISTENING A PRIORITY

Throughout the sales process ensure that you are fully engaged and allowing your beneficiary adequate time to speak.
Pause often to be sure you are not talking over them and allow space for feedback.
Focus your attention on both the content and the tone when your beneficiary is speaking.
Minimize any distractions and avoid multi-tasking during your conversation.

AVOID INTERUPPTING

Not being able to see your beneficiary may make it more difficult to gauge when it's your turn to speak. To counteract this, allow for pauses to give them time to process and respond, as well as resisting the urge to jump in with a solution or response before hearing everything the beneficiary is saying.
Be vigilant that you are not making assumptions, but instead are allowing their words to inform your answers.

DEMONSTRATE UNDERSTANDING

Use paraphrasing and summarizing to demonstrate to your beneficiary that you have heard and understood their needs and concerns.
Use these conversational tools to clarify any points that may be misunderstood or could be unclear for your beneficiary.

BUILD RAPPORT

In addition to the words your beneficiary says, pay attention to their tone of voice as well. Regulating your tone and speech cadence to theirs can be useful in helping to mirror their energy, as well as building rapport.
Affirmations that encourage your beneficiary to keep speaking or indicate your understanding, such as "yes" or "tell me more about that", are also useful tools for fully engaging in the conversation.

ENGAGE WITH QUESTIONS

Asking open-ended questions will allow your beneficiary to fully participate in the conversation and help you to deepen your connection. Use questions that go beyond "yes" or "no" and encourage the beneficiary to provide more detail for their needs and concerns. Encourage them to expand on their needs with phrases such as “Tell me more about that...” or “What else would you like me to know...”

BE GENUINE

Throughout your conversation, showing a genuine interest in your beneficiary's needs results in the best enrollment experience for both the member and you. Honesty, transparency and a clear desire to find the best plan fit for your beneficiary should be at the heart of your entire conversation.
Building a relationship of trust with your beneficiary during enrollment is the foundation that ultimately builds a satisfied member.