Time	Suggested Remarks	Icon	Tips/Notes

5 min	**Refer** to The PRIDE Model, page 5.
	Introduce The PRIDE Model by making the following points:
	▪ The PRIDE Model on page 5 provides a process for sales and service success. The model is sequential and each step builds on the previous step.
	▪ Inquiring & Listening is the third step in achieving sales and service excellence.
	▪ In this seminar we will focus on several components of inquiring & listening:
	  ▪ Asking open- and closed-end questions
	  ▪ Pausing after questions
	  ▪ Pressing for specifics
	  ▪ Paraphrasing
	  ▪ Empathizing
	  ▪ Testing for understanding
	  ▪ Summarizing
			Introduce The PRIDE Model
			P 5
			Note: If you have the other CU Sales *Seminars in a Box* series, this session should be taught in the proper sequence in the PRIDE model.
			Note: Emphasize to the group that these are skills that differentiate the credit union and the level of service we provide.

5 min	**Definition of Inquire & Listen** **Refer** participants to page 7 in their handouts, Definition of Inquire & Listen. **Say:** Read the definition of Inquire & Listen and highlight two or three phrases that will have a positive impact on you personally. **Ask** participants to share what they highlighted. **Introduce** Inquire and Listen by making the following points: ▪ Asking good questions and carefully listening to members' responses are the most important sales skills you will learn. ▪ Inquiring and listening are more effective when you (refer to PRIDE chart) take time to plan your questions and recognize members first. **Ask**: Why do you think this is true? **Call** on participants to respond.	 	**Definition of Inquire & Listen** **P 7**

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