



SEARCH 4 EXCELLENCE

GAIN CUSTOMERS THROUGH NEED ANALYSIS

Key Takeaways

- Identify and qualify potential prospects effectively
- Effectively use body language or telephone etiquette to build rapport
- Use positive language and an appropriate tone to engage customers
- Analyse competition and be aware of market trends before meeting the potential customer
- Use a step-by-step strategy when asking questions and assessing needs

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration



Customer Centricity	Knowing your Customer	Techniques for need analysis
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KEY CONCEPTS COVERED

- Internal and external customers
- What is customer centricity
- Importance of customer centricity

- Analysing the customers' challenges, strengths, and potential
- Identifying the customers' requirements and goals
- Doing thorough background research

- Body language, tone and telephone etiquette
- Funnel Method
- SPIN for probing
 - Situation
 - Problem
 - Implication
 - Need

EXPECTED OUTCOME

Understand the importance of customer centricity

Know and understand your customers better

Dig deep into what customers need using the right techniques





THANK YOU

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