



Establishing the need

Set yourself up for broader, deeper, more valuable conversations by fully understanding your customer's needs. Learn a questioning framework to maximise the limited time that customers invest with salespeople. Learn to truly listen to what your customer is and isn't saying, and question further. Identify even more opportunities and have the knowledge to present additional value tailored to your customer's needs

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Customer Needs

- Needs v wants
- Degrees of need

Listening Skills

- Listening assessment
- Levels of listening
- True listening
- Avoiding task unrelated thought (mind wandering)

Questioning Skills

- Questioning framework
- Pain and gain questions to motivate and generate urgency of action
- Questioning deeper and high value questions
- Application of the framework

Defining and Prioritising

- Asking questions to define the customer's needs and prioritise them

Participants will learn to...

- Understand the difference between a customer need, want and desire
- Truly listen to their customer, without their mind wandering or thinking of their next question
- Use a questioning framework to identify different degrees of need (and value)
- Ask pain and gain questions to build their customer's urgency of action
- Ask high value questions to elicit quality information in a limited timeframe
- Define their customer's vague needs (e.g. 'quality', 'service' and 'good price') and prioritise them

BiteSize Learning

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