



# Unleashing customer conversations

## Overview

Are you looking to elevate your team's skills in identifying and addressing customer needs effectively?

Understanding customer needs is a crucial aspect of sales success. It acts as a compass, guiding companies through the complex landscape of customer preferences and expectations. This deep understanding leads to the creation of products and services that resonate with customers, ensuring a smoother, more effective service that drives business growth.

However, initiating conversations about customer needs can be challenging. Often, perhaps a little unhelpfully, customers may respond with 'I don't have any thanks,' or other similar responses which can be a barrier to uncovering deeper insights. This response typically arises from a lack of understanding of what they truly need or from not feeling comfortable enough to share their thoughts.

This transformative one-day training course on the 'menu of needs' process is tailored to empower professionals in understanding and implementing this crucial approach in today's dynamic business environment.

## Learning objectives

- Grasp the essentials of the 'menu of needs' process and its application in various business contexts
- Develop advanced techniques for effective communication, problem-solving, and decision-making
- Apply what you've learned through interactive exercises and case studies

## Audience

Professionals keen on mastering customer need assessment and engagement strategies.

## Format\*

*This one-day programme is available both face-to-face and virtually.*

## Special features

- Learn from industry-leading professionals with hands-on experience
- Engage in real-world scenarios, role-playing, and group discussions for a practical understanding of the process
- A compact schedule designed to fit into your busy agenda, maximising learning without compromising your work commitments

## Expert trainer

**Tim Robertson** is passionate about helping people achieve greater results in business, specifically in business-to-business sales. His sales and sales management career has now spanned over three decades. He began his sales career in the pharmaceutical sector and since starting his own independent sales training and management consultancy some twenty years ago, he has worked with a wide range of other sectors as well, including IT, telecoms, financial services, automotive, and business services, delivering training in more than 20 different countries around the world, for clients such as Vodafone, Oracle , IBM, Nokia, Motorola, Orange, Halifax, Auditel, HSBC, Standard and Poor's, Daimler Chrysler, Abbot, Wyeth Biotechnology, Johnson & Johnson, to name but a few.

# Unleashing customer conversations – workshop outline

## 1 Introduction

- ✓ Welcome and introductions
- ✓ Overview of agenda

## 2 Deep dive into the 'menu of needs' process

- ✓ Detailed explanation of the 'menu of needs' concept
- ✓ Review of key components and stages

## 3 Identifying customer needs

- ✓ Techniques for identifying customer needs
- ✓ Interactive group activity: Identifying needs in various scenarios

## 4 Creating a customised 'menu of needs' slide

- ✓ Interactive session on developing a tailored 'menu of needs' slide
- ✓ Group work and presentations

## 5 Practical application through role plays

- ✓ Role-playing exercises based on the 'menu of needs' slide
- ✓ Participants will be divided into groups to perform role-plays that simulate real customer interactions
- ✓ Feedback and discussion on the role-plays

## 6 Implementing the process in real-world settings

- ✓ Strategies for applying the 'menu of needs' in professional roles
- ✓ Discussion on overcoming common challenges and objections

## 7 Review, Q&A, and feedback

- ✓ Recap of key learnings
- ✓ Open floor for questions and participant feedback

**For a no-obligation discussion about running this workshop for your organisation please just give us a call on 01582 463460.**