

UNDERSTANDING YOUR CUSTOMERS NEEDS

ANANT VITHLANI, 2019.01.09



What is your definition of Selling?



CONTRACT
TERMS OF AGREEMENT
Read this carefully. It contains important information about the terms and conditions of the contract. If you do not agree with these terms, you should not sign this contract.
SIGN HERE
X _____

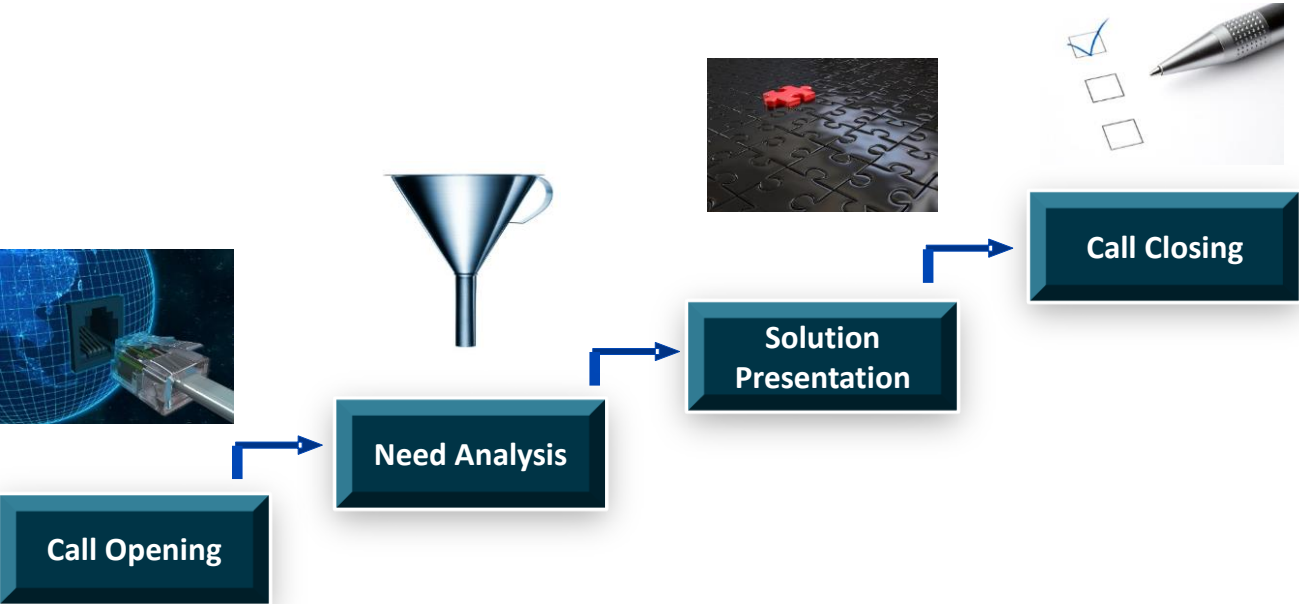
Definition of Selling

Selling is about identifying and clarifying customer needs and wants with the purpose to help the customer to find the right solution in order to contribute to the customer achieving their objectives

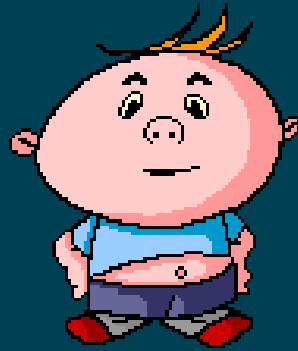
”The Shit”



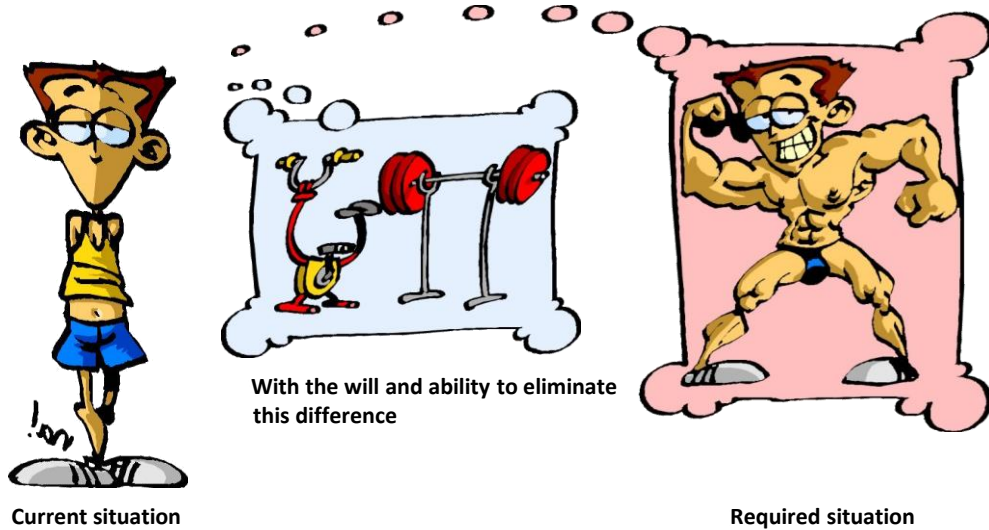
Fundamental Sales Structure



What is a need?



A need is a Gap between situations



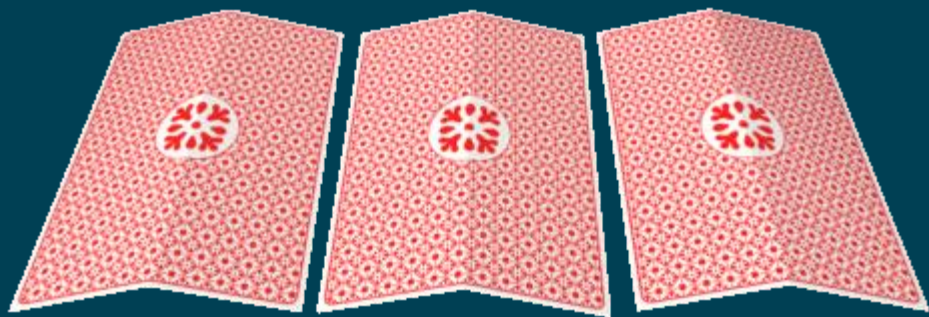
Current situation

With the will and ability to eliminate this difference

Required situation

How do you find out customers needs?





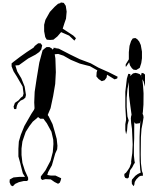
Key Questions



- Customer needs
- Expectations
- Buying criteria's
- Decision process
- Competition

No-No's in a Sales

- Home Blindness
- Robotization
- Bad customer attitudes



What is empathy?

- **Sympathy:** Feel for
- **Antipathy:** Feel against
- **Empathy:** Feel like

