



# Face to Face Selling Skills – Module 10

## Worked example

### Key Points Summary

Use this summary to remind yourself about the key points in this Module

- **Prepare fully for the meeting**
- **Introduce the meeting**
- **Summarise the situation**
- **Use questions to get more knowledge**
- **Summarise the customer needs**
- **Present the solution**
- **Sell the benefits**
- **Close and agree the next steps**
- **Follow up**
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