



Face to face selling skills – Module 2

Selling Fundamentals

Tasks for the Module



Use this form as a working paper to write your notes for the following tasks

Select one of your customers – list the specific benefits which this customer wants – then meet with the customer to check your thinking. This is a very good way to help you focus on benefits by customer

My notes on how best to do this...

Select one of your products or services – list the top ten features for this product or service – then identify what possible benefits they offer the customer

My notes on how best to do this...

Define your customer based upon their buying behaviours and needs

My notes on how best to do this...