

Face to Face Selling Skills – Module 6 Customer Needs Analysis Preparatory Questions for the Module

Use this form as a working paper to write your answers to the following preparatory questions

How well do I think I understand the customer's needs? Why do I think this?		
What are the specific needs of my most important customer?		

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Am I confident to present my view of the customer's needs directly to the customer for their opinion of my understanding?	
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