

## Face to face selling skills – Module 6 Customer Needs Analysis Tasks for the Module

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

elect one important cus	tomer - make a list of t	his customar's most in	nortant needs - press	nt this list to the custor	ner to ask if they agree
elect one important cus	torrier – make a list or t	ilis custoffier s filost ili	iportant needs – prese	int tills list to the custon	ilei to ask ii tiley agree
hat are the most usefu	specific questions you	use in your industry?			

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What are the best questions to ask to uncover an unrecognised need?