



Face to Face Selling Skills – Module 6 Customer Needs Analysis

Key Points Summary

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

- Understanding the customer and the customer's needs is critical to effective selling
- Many customers claim that sales people who meet them do not really understand them and are unable to present specific solutions
- Needs are uncovered by effective questioning
- Closed questions demand a yes/no response
- Open questions generate more information
- Open questions are more effective at the start – closed questions to get agreement
- Open questions typically start with – who, what, where, when, why , how
- You can replace the single question word with a phrase – such as – can tell me more about...
- The tone you use is important
- Your questions should form a logical flow to reach a conclusion
- You can use questions to uncover an unrecognised need
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