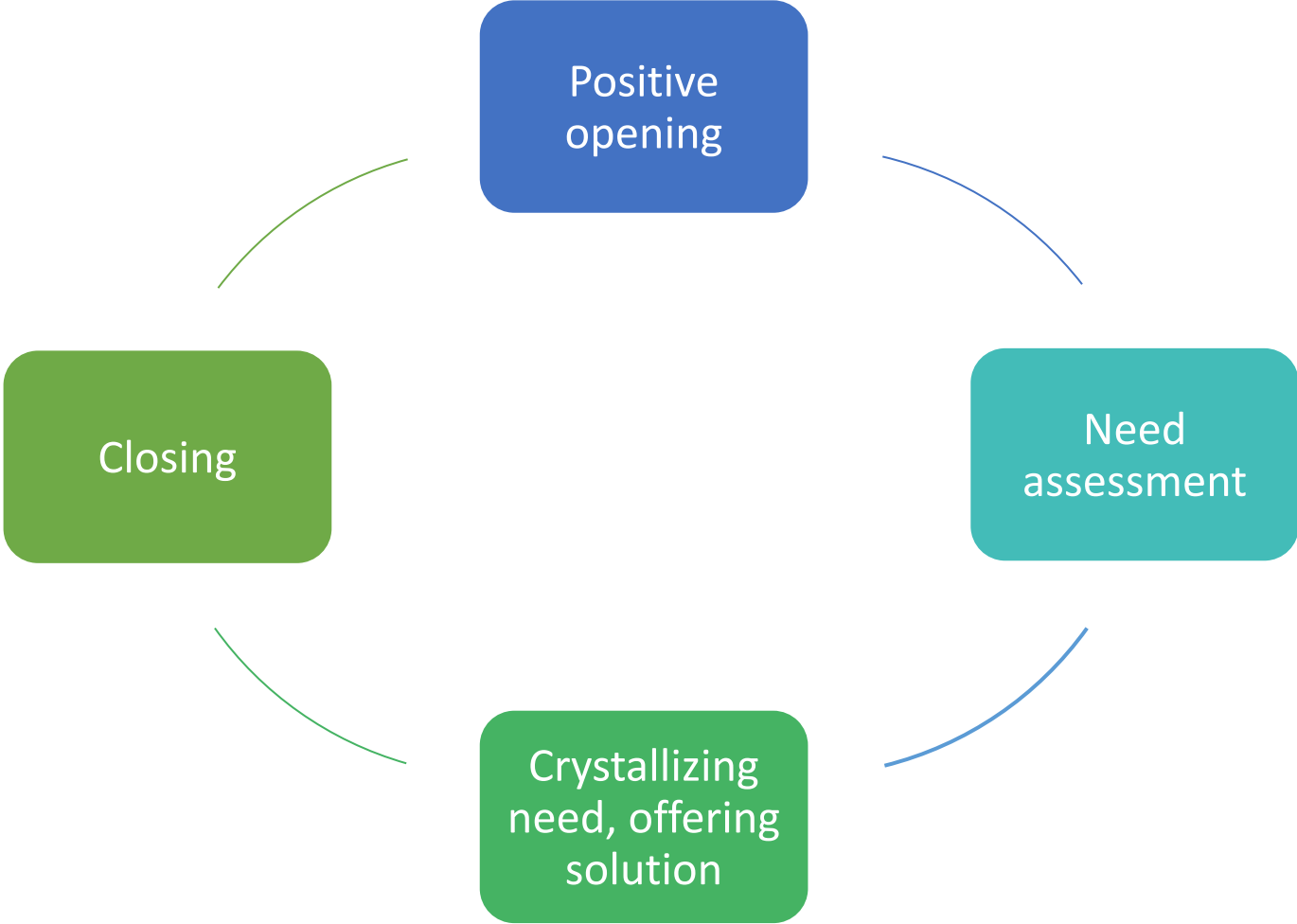


Personal Selling and Customer Service

Need assesment

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Selling cycle



Power of questions

Many researches show that the successful sales people ask more questions when compared to the average salespeople in the same business.

The similar way the customer service personnel that make more questions tend to have more satisfied customers.

What do you think is the reason?

Learn to ask!

- In general, people have a need to be heard, understood and accepted as they are.
 - As a sales/service person
 - First try to understand
 - Then you can try to be understood
- Listening Understanding Trust Possibility to:
- Solve problems
 - Establish relationships

Learn to ask!

- With the right type of questions **you can make the customer give you valuable information** about their business and the current issues, problems, needs and opportunities
 - Making good offer!
- With good questions **you can also help the customer understand**
 - The **relevant factors** affecting the circumstances
 - The **existence of the needs** and opportunities
 - The **consequences** if the need is not fulfilled
 - The **benefits** of the offered solution

Open questions

What, when, where, why, how?

- **No limits** for the answer
- **Effective in clarifying** the problems/needs relations to other issues and the meaning to the customer.
- Use when the **need is unclear or complex**.
- Valuable when the customer has broad knowledge about the key issues and the needs.
- Value tied to the accuracy of the answer. If you don't get one, continue with clarifying questions!

Closed questions

- Which, do you, have you, are they, is it...?
 - Yes, no or limited number of alternative answers
 - Move the sales/service event strongly to a certain direction
 - “Is 100 euros too much?”*
- Making sure you understand things same way

Sequenced questions

- Good need assessment comprises of sequenced open and closed questions
 - unfamiliar common understanding
 - general specific

Example of 4 step sequence

1. Clarify the business case with open questions
 - “What kind of products you are using when...?”*
 - “What are your goals and objectives...?”*
2. Specify the need/problem with open and closed questions
 - “Do you prefer...?”*
 - “Which are the most important problems about this solution?”*
3. Make the consequences visible if need/problem is not solved
 - “What would happen if...?”*
 - “How would it affect in...?”*
4. Show the benefits
 - “What would it mean if we could solve this...?”*
 - “How important it would be to improve the safety...?”*
 - “What if you could get it (done) quicker?”*

Remember learnings from opening

- Routine task not that comprehensive need assesment needed
- Customer personality what type of questions chosen and how many
- Customer mood and goals

Active listening

- Listening is different than hearing
- Listening is different than being silent
- Aims for understanding:
 - Interpreting □ what customer means when she says like that?
 - Specifying questions
- Requires patience and effort

- RASA = Respect, Appreciate, Summarize, Ask
- Listening positions

Barriers of understanding

- We think quicker than the other person talks
- We pay attention to what we will say next instead of trying to understand the message of the other person
- We tend to hear what we like and don't hear things we don't like
- We make assumptions without confirming whether they are true and we don't check if we have understood right

How could we tackle these problems?

Try it with a pair!

Listening word-for-word

1. Talker talks 2 short sentences at once.
2. Listener repeats those sentences word-for-word.
3. Try it 5 times.
4. Switch roles.

Using open questions

1. Talker tells something with about 2 sentences.
2. Listener asks open question about it.
3. Talker answers and listener asks more with open questions.
4. Continue at least for 5 questions.
5. Switch roles.