

UNDERSTANDING YOUR CUSTOMERS



UNDERSTANDING YOUR CUSTOMERS

Can you imagine trying to sell a product or service to a customer you know nothing about? You probably wouldn't succeed. The better you know your customer, the higher your chances of success. A better understanding of your customers is therefore one of the keys to running a successful business. Understanding your customers can help you make your product or service better. Much can be learned about the needs of your customers by listening to them. However, you will need more than listening skills to understand your customers properly.

In this DOOR training program, you'll learn about the first major components in understanding your customers.

TARGET GROUP

This training is designed for individual contributors responsible for sales, sales support, business or account development, and sales management activities with major, national, or global sales accounts.

TOPICS

- Who your customers are and why this is important to know?
- Identify the different types of customers you have and those you want and how they can help you "tailor" your message to meet their different needs
- What makes your products or services stand out
- How and where to find "your" customers
- Work out the best ways to reach them and get them to come to you
- Elements of communication
- Manage challenging situations and customers
- Create added value for service and inspiration in customers

UNDERSTANDING YOUR CUSTOMERS



UNDERSTANDING YOUR CUSTOMERS

APPROACH

Like all DOOR programs, "Understanding Your Customers" is a highly interactive course. The training is modular and provides you with the latest techniques and applications that will help you to perform your job with the utmost skill.

DURATION

This is a one day training program with optional scheduling designed to meet your needs.

TRAINING OBJECTIVES

Upon completion of this training program participants will be able to:

- Get to know your customers, your business and your competitors and understand why this is important to know
- Identify the different types of customers you have and those you want and how they can help you "tailor" your message to meet different needs
- Understand what makes your products or services stand out
- How and where to find "your" customers
- Work out the best ways to reach them and get them to come to you
- Apply the elements of communication and manage challenging situations and customers
- Understand the customer lifecycle
- Use the major data collection techniques and comprehend the complexities of market research statistics

DOOR TO THE FUTURE: FOLLOW UP COURSES

How do you persuade a group of people that your products and services are the best? Attend the DOOR training "The Art of Communication" program, now that you understand how to define the customer.