ESTABLISHING SUSTAINABLE RELATIONSHIPS - Defining a Clear Objective

Date :

"To solve a problem or to reach a goal, you don't need to know all the answers in advance. But you must have a clear idea of the problem or the goal you want to reach." — *W. Clement Stone.*

1. What kind of relationship are you looking to build with your customer (or employer)?

_____
_____
_____
_____
_____

2. In order to understand the customer's objectives, what answers do you need from them? Write down at least 4 questions you might ask below.

a. _____
   _____
   _____

b. _____
   _____
   _____

c. _____
   _____
   _____

d. _____
   _____
   _____

3. Write down your own personal objective, specifically what you need out of the relationship.

_____
_____
_____

Date :

4. List 10 potential wants / needs that might be important to your ideal customer: Select which ones are wants, which are needs, or both for your customer.

a. _____ WANT ☐ NEED ☐ BOTH ☐

b. _____ WANT ☐ NEED ☐ BOTH ☐

c. _____ WANT ☐ NEED ☐ BOTH ☐

d. _____ WANT ☐ NEED ☐ BOTH ☐

e. _____ WANT ☐ NEED ☐ BOTH ☐

f. _____ WANT ☐ NEED ☐ BOTH ☐

g. _____ WANT ☐ NEED ☐ BOTH ☐

h. _____ WANT ☐ NEED ☐ BOTH ☐

i. _____ WANT ☐ NEED ☐ BOTH ☐

j. _____ WANT ☐ NEED ☐ BOTH ☐

5. Based on your answers above, what differentiator do you see for building long-term, sustainable relationships, vs. transactional sales?

_____

_____

_____

6. List 3 reasons why it's important that you have a clear/defined objective:

a. _____
   _____
   _____

b. _____
   _____
   _____

c. _____
   _____
   _____