

Episode 25 - Worksheet

THE ART OF PROSPECTING -

Understanding Customer Needs



Date :

To succeed in business, it is important to understand your customers' needs, preferences, and pain points. This knowledge not only helps in building lasting relationships but also enables you to tailor your solutions to meet their specific challenge

1. Why is understanding your customer and their motivations so important?

2. What are three common challenges your customers face, and how can your solution address them?

- a.

- b.

- c.

3. When a customer says "no" or "I'm not sure," how can you ask better questions to uncover the real reason behind their hesitation?

4. Write down two success stories where you addressed customer pain points. How can you use these stories in future sales pitches?

- a.

- b.

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5. List the top three ways you can validate that your solution meets a prospect's needs.

- a. _____

- b. _____

- c. _____

"A jigsaw puzzle is an extremely good analogy for the customer experience... you can only see the picture if you put the pieces together." - Ian Golding