

CUSTOMER MINDSETS

*Understanding and creating value
from the customer's perspective*

		MODULES	KEY LEARNING OUTCOMES
STRATEGICALLY CUSTOMIZED	<input type="checkbox"/>	30 MINUTES Global Market Trends	<ul style="list-style-type: none"> Understand the constantly evolving landscape of the global economy.
	<input type="checkbox"/>	60 MINUTES Vertical Markets	<ul style="list-style-type: none"> Identify vertical markets and specific challenges each industry faces.
	<input checked="" type="checkbox"/>	45 MINUTES Scenarios	<ul style="list-style-type: none"> Learn about the business challenges companies face today and link those challenges to their own customers.
	<input type="checkbox"/>	110 MINUTES Customer Roles and Business Mindset	<ul style="list-style-type: none"> Master the different concerns and motivators of key leadership roles. Learn how to better align and tailor their approach with the interests of the person they are calling on.
	<input type="checkbox"/>	65 MINUTES Customer Buying Cycle, Customer Needs, and Influencing Decisions	<ul style="list-style-type: none"> Understand at what points during the buying process their customers' executives are involved, and why. Identify what information businesses need at each stage of their buying cycle.
	<input checked="" type="checkbox"/>	105 MINUTES Skill Practice: Customized Case Study	<ul style="list-style-type: none"> Integrate and apply new tools and techniques. Understand how to apply the learning immediately to upcoming sales calls.

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MODULES

ACTIVITY DESCRIPTION

Global Market Trends

- Participants explore global market trends affecting businesses today and consider which ones are most significantly influencing their customers and their own company.

Vertical Markets

- Participants select vertical markets that they sell to the most, consider specific challenges each industry faces, and determine how to help create value for their customers.
- This module can be customized to focus on a single industry if that is more appropriate for the participants.

Scenarios

- Participants review customized cases and investigate their business challenges with consideration to the customer's vertical market, business challenges, and market trends.

Customer Roles and Business Mindset

- Participants examine the roles and responsibilities of top leaders in finance, operations, information technology, and sales.
- They align business challenges that most concern each role. Then, they develop questions they can ask to engage executives on six critical topics: suppliers, customers, employees, money, information, and processes.
- Then, they consider how their offerings help add value to each of these roles.

Customer Buying Cycle, Customer Needs, and Influencing Decisions

- Participants explore the differences and similarities between a salesperson's sales cycle and a customer's buying cycle.
- As a team, they consider the different needs of their customers at each stage and how they can best meet those needs and influence the buying process.

Skill Practice: Customized Case Study

- Participants engage in a rich, complex, multi-layered case study customized to reflect the customers and industries they call on; each layer represents a different stage of the buying cycle.
- Participants decide how they would sell to customers in each layer and role-play conversations to apply their skills.