



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition**— Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience**— Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

#### RELATED COMPETENCY CATEGORIES:

- **Adaptability**— Open-minded. Demonstrates flexibility when faced with changes at work.
- **Interpersonal Skills**— Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.
- **Communication**— Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

# Generate Customer Interest

## SUMMARY

Working in a typically short timeframe, your challenge is to get the customer to talk to you so you can be a partner in finding them a solution. Your goal is to guide the customer to the solution they need. By asking the right questions, you put the customer at ease and provide them with an efficient, focused buying experience.

## CONTEXT

Before you can present a valid solution, you need to understand and appreciate the customer's situation. Effective questioning allows you to gather the right information so you can present the most appropriate solution that allows you to create value for the customer.

In this session, you practice the skills of asking questions in customer service and sales settings. You will follow a process that is easy to use and provides you with needed information from the customer so you can provide them with the most effective solution.

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### At the completion of this module, participants will be able to:

- Adopt a focused customer service process
- Use questions to guide customers to buying decisions
- Identify key customer issues

*“My greatest strength as a consultant is to be ignorant and ask a few questions.”*  
—Peter Drucker