

## Customer Requirements

### Module 4: Course Outline

Hello and welcome to this sales course entitled "Customer Requirements".

What does the customer ACTUALLY want? A salesperson needs to understand and uncover their customer's needs so they can recommend the most suitable product or service to meet their requirements.

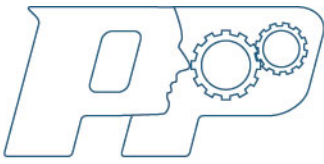
In this course we will cover the essential questioning and listening skills every sales person needs.

We will also examine the differences between features and benefits and how matching benefits to a customer's needs simplifies the sales process.

The final lesson in this module is a case study which shows the practical use of these essential skills.

After completing this course, you'll be able to:

- Give examples of open and closed questions and list the advantages of their usage.
- Summarise active listening strategies and explain why they are important to the sales process.
- Differentiate between feature and benefits of a product or service and outline why benefits are preferable in a sales context.
- Explore the use of questioning and listening skills and the use of product or service benefits in a sales case study.



# People & Process Academy

This course is perfect for people who are beginning a new career in Sales and have little or no experience in the area. You'll get a good insight into just how the sales process works, and practical tips that you can put to use in real sales situations. This course is also great for people who already work in a sales position, as you'll look at theories and strategies to really refine your skills.

## **Course Aims**

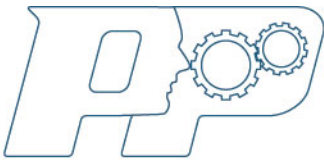
In “Customer Requirements”, you will develop the skills necessary to best understand your customer requirements and match these to your product or service.

The course is divided into 3 lessons:

**Lesson 1: Questioning Skills**

**Lesson 2: Listening Skills**

**Lesson 3: Matching Benefits to Customer Needs**



## How to navigate the course

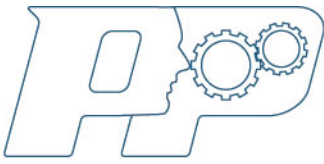
If this is your first course with People & Process Academy, be sure to look at “Studying with People & Process” before you begin. This short video shows you how to find your way around the lessons and modules.

Lessons are all presented in video format, and there's a transcript you can follow as you watch. If you like, you can download the video transcript to revise later on.

Each new lesson builds on previous information, so it's best to follow the lessons in order. Similarly, you should follow each module in sequence as you first go through the course. All registered users have unlimited access to video lessons and transcripts, and you can repeat each video as often as you like.

There's a discussion forum attached to this course. You'll find the discussion forum on the course homepage. In this forum you can chat to other students and leave questions and comments on the course.

If you have any difficulties navigating the course, see the support section for help.



## The Assessment Method

There's a quiz at the end of each lesson to test your understanding of the material.

To successfully complete this course, you must pass the quiz for each lesson. Once all the lessons have been completed, you can then download and print the People & Process completion certificate.

This course can also lead to an external QQI certificate. The certification path for eligible learners requires completion of separate course assessments. Criteria and materials for these assessments will be posted in the discussion forum during the course.

So let's get started! In the next video, we'll get right into Customer Requirements by looking at "Questioning Skills".