



Ulisse

Soft Skills for Employability

EXERCISES FOR IMPROVING "FOCUS ON CUSTOMER NEEDS"



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INTRODUCTION

Focus on customers' needs means: listen carefully to others; understand correctly the message of the other; act in accordance with other's needs.

Examples

- Identify and analyse customer's needs
- Active empathetic listening
- Understand customer expectations
- Stay focused on assigned tasks
- Pay attention to details
- Work with great precision
- Sense of responsibility

In the webinar have been used following exercises:

- 1) Our assumptions
- 2) What does customer buy
- 3) Workshop “Simulation-based learning”

1. Exercises_1_ Our assumptions

The goal of exercise is to show, how different assumptions do we have about other people - thinking that my cultural or personal experience is the same as everyone else can be dangerous.

It can be comforting for people to imagine that others think and behave as we imagine: it makes us to “fit in” and think that we are “normal.” The problem is that “normalcy” is a social construct and that this belief – that our experience is everyone’s experience – is entirely false.

Students answer about several statements, by writing answers in Mural platform.

Exercise takes: 5 minutes

Discussion afterwards: 10 minutes

1.1. Steps of the exercise

Students (one by one) in Mural platform need to answer to following questions:

«I woke up early today!»

At what time did she wake up?

«He smokes too many cigarettes a day»

How many cigarettes does he smoke a day?

«I am currently overweight»

How many kilograms does she weigh?

«He has a very good salary»

How much is his salary?

1.2. Tools and resource

Digital tool: <https://www.mural.co/>

Trainer before using Mural, should prepare there workshop sheet.

1.3. Suggestions for the trainers

Trainers should expect from students answers as different as possible – in a wide range of numbers; which amount seems for somebody – minimum and which amount – maximum.

Afterwards trainer should highlight the largest amplitudes to show, that “normal” can be different.

1.4. References

N/a

2. Exercises_2_ What does customer buy?

The goal is to show our assumptions about what we think, what customers buy and what is the real goal of buying process – behind our assumptions.

Exercise takes: 10 minutes

Discussion afterwards: 10 minutes

2.1. Steps of the exercise

Students do “online brainstorming” – in a free form we they should write 1 by 1 word, what do they think, what customer buy.

Afterwards trainer organize discussion and shows in the presentation correct answers:

WHAT DOES CUSTOMER BUY?

People don't buy products.

They buy a **SOLUTION** to their PROBLEM.

They buy the **OUTCOME** they really desire.

They are ultimately buying a **TRANSFORMATION** they want in their lives.



The image shows a hand pointing to the word "SOLUTION" which is written in large blue letters and underlined. The word "SOLUTION" is the central focus of the slide, with a blue horizontal line underneath it. A hand is shown from the right side, with the index finger pointing towards the word. The background is white.

2.2. Tools and resource

Digital tool: <https://www.mural.co/>

Trainer before using Mural, should prepare there workshop sheet.

2.3. Suggestions for the trainers

Trainer should let students write answers without any interruption – as wide range of ideas as possible, without giving any direction.

After exercise trainer should tell correct answers and explain, how they are connected, what students had written. Usually most of the students’ answers are also correct, but behind them – there are mentioned “basic answers” – solution, outcome, transformation.

2.4. References

“Southwestern Advantage” Sales materials;

<https://medium.com/pitch-perfect/sell-the-solution-df62981ec51d>

<https://wpwolfepress.com/people-buy-solutions-to-their-problems/>

3. Exercise_3 “Workshop “Simulation-based learning”

The goal is to work with different personality types and to show, how different needs do they have and how to talk with them. In the conversation students will learn, how to find out, what kind of personality is in front of them and highlight the most important benefit of good for them.

Exercise takes: 20 minutes

Discussion afterwards: 20 minutes

3.1. Steps of the exercise

Students are divided into 4 groups (4-5 persons in each group).

Trainer gives to each group one personality type.

Each group has to module conversation – to sell mobile phone (may be chosen also other good) to their client (specific personality type).

During conversation they need to ask questions to client in order to find out his/her needs and afterwards – to highlight those technical requirements of the good, which are important for specific client type.

After exercise each of group present modeled conversation to other participating groups.

After each presentation there are discussion (positive and negative sides or additional information) for modeled conversation.

3.2. Tools and resource

No tools needed for this exercise.

3.3. Suggestions for the trainers

After each discussion trainer should add useful information, what has not been mentioned into conversation and highlight positive sides of the modeled conversation. If something was not correct, trainer should correct it and provide correct information or suggestion instead.

3.4. References

Rajiv Kumar and Vidyanand Jha (2017), Traits of Leaders and Active Listening: A Theory; ig-global.com;

<https://medium.com/pitch-perfect/sell-the-solution-df62981ec51d>

<https://wpwolfepress.com/people-buy-solutions-to-their-problems/>