



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—** Identifies and converts prospects into customers who are champions for your 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.
- **Influence—** Consistently directs situations and inspires people for an all-win environment.

RELATED COMPETENCY CATEGORIES:

- **Communication—** Advances the abilities of individuals and the organization through active listening supported with meaningful oral and written presentation of information.
- **Creative Thinking—** Innovative. Incorporates existing ideas and new ideas in a unique approach to resolve issues and capitalize on opportunities.

Customer Value Solutions

SUMMARY

Outstanding customer service is more than a series of steps. It is about appreciating a customer's desire to do business with your organization. Building on a customer's perception of your value, by delivering service that advances your value, assures ongoing business with the customer.

CONTEXT

Making a buying decision is a complex calculation of factors in the mind of the buyer. People not only seek a product or service solution, they look for brands that have proven their worth, consultants they can trust, and convenience relative to location and access. Added together, these elements develop into a formula that shapes the decisions made by buyers. By executing every part of that equation, you give yourself the best opportunity to build a loyal customer base with the highest potential for repeat sales.

In this module, you examine the reasons why customers select the products and services that they purchase. You study the process of making a buying decision from the customer's point of view. From this you apply the equation of product, supplier, and consultant that adds up to positive purchasing choices made by consumers.

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

- Determine the customer value of their solution(s)
- Influence the decision to utilize their products and services
- Formulate solutions unique to each customer

"Talk in terms of the other person's interests."
—Dale Carnegie