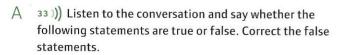# PART A: Customer requirements

Situation: You are a sales representative at CollectThoughts.com, an American company providing a cloud-based platform that enables teams to upload, store and collaborate on documents.

→ **You discuss a customer's requirements and make him/her an offer.**

1 Asking the right questions

Your colleague Sebastian Heinz is meeting with Chris Petersen from Astrus Telecom. Astrus is interested in a new document management system and Sebastian wants to make sure he understands exactly what they need.

A **33)))** **Listen to the conversation and say whether the following statements are true or false. Correct the false statements.**

1 Chris Petersen's team is a project management office.
2 The team manages project documents for part of the company.
3 The team has to run reports across all the project documents.
4 Chris Petersen's team doesn't need to do a lot of collaboration between many locations.
5 They can collate all of the emails and feedback in real time.
6 The team has a document management system that is difficult to use.
7 Most of the employees use the document management system.
8 The team needs a central place to search for all of the documents, feedback, etc.

B **33)))** **Listen again and complete the questions that Sebastian uses to find out more from Chris Petersen.**

1 ▦ what responsibilities your team has?
2 Can you explain ▦ to manage?
3 ▦ some more details?
4 And could you ▦ how conference calls are used?
5 Could you tell me ▦ your current environment ▦?
6 ▦ most of your colleagues feel?
7 ▦ elaborate?
8 Can you tell me ▦ you?
9 ▦ an easy-to-use solution ▦?
10 ▦ a bit further?

C Which questions in exercise 1B ask for ...

a   a yes/no answer?   b   specific information?   c   more information?

💼 TOOLBOX

to collate – *(Dokumente) zusammentragen, abgleichen*	to elaborate – *ins Detail gehen*
document management – *Dokumentenverwaltung*	essential – *unbedingt erforderlich*

2 Matching features to requirements

Sebastian has summarized the requirements from the meeting with Astrus Telecom and asks you to explain how CollectThoughts meets all these requirements.

A First match the key requirements with the relevant CollectThoughts features.

Key requirements	CollectThoughts feature
1 remote working, with or without internet access **C**	A support for all popular file formats such as .pdf, .doc, .xls, images and videos
2 data security **E**	B user-friendly interface and simple uploading and sharing of information
3 simple collation of feedback **D**	C allows online/offline access to information, and supports remote working
4 automated version control **F**	D allows multiple users to provide simultaneous feedback
5 storage and viewing of information in many different formats **A**	E industry-standard TLS/SSL encryption and two-step verification
6 high usage from non-technical people **B**	F automatically manages versions and allows reversion to older versions with a few clicks

B Demonstrate the unique selling proposition of CollectThoughts. Create statements using the requirements and features from exercise 2A and the words provided.

1 support remote working / by *Supports remote working by allowing online and offline access to information.*
2 protect data security / using
3 simplify collation of feedback / by
4 reduce complexity of version control / by
5 make it easy to store and view information in different formats / with
6 increase usage from non-technical employees / via

3 Writing a follow-up email to a potential customer

Sebastian asks you to write a follow-up email to a potential customer in Germany.

Using the information in exercise 2, write a German email to follow up a meeting that you had with a potential customer in Germany. The customer has the following key requirements:

– data security
– automated version control
– viewing and storage of information from many sources and in many formats
– simple and immediate collation of feedback

4 Role-play: Finding out a customer's requirements

Now it is time for you to talk to a potential customer and find out their requirements.

👥 **Partner A:** Look at File 13 on page 139. **Partner B:** Look at File 14 on page 140.

› *Useful phrases: Advising customers, page 154; Asking for advice, page 155*

💼 **TOOLBOX**

TLS = Transport Layer Security   version control – *Versionsverwaltung*