

Customer Principles



1. Ask questions to better understand customer needs



2. Present product

- Present features, pros & cons
- Make recommendation(s)



3. Make customer feel good

- Make customer feel good (e.g., nod, compliment)



4. Deal with customer concerns

- Show understanding for customer needs (instead of telling (s)he is wrong)
- Present solutions



5. End

- Check if concerns are solved
- Show positive energy

