Course : Exploring a customer need

Practical course - 3.5 hours - Ref. 9EX
Price : 370 € E.T.

What approaches are needed to better identify customer needs? What tools can help? How can you put the customer at the heart of your approach? A 3.5-hour workshop will enable you to experiment with methods and tools for putting needs into words and adapting your practices to the customer's context and challenges.

Teaching objectives

At the end of the training, the participant will be able to:

- Identify the issues at the heart of the customer's needs
- Understanding what's at stake for the customer
- Initiate a deliverable

Intended audience
Salespeople, KAMs, sales managers and anyone with a sales function.

Prerequisites
Experience in B-to-B sales.

Practical details

Hands-on work
Group and individual workshops based on the empathy map. Mind map production. Deliverable design. Action plan.

Teaching methods
3h30 training-workshop. Group and individual workshops based on the empathy map. Mind map production. Deliverable design. Action plan.

Course schedule

PARTICIPANTS
Salespeople, KAMs, sales managers and anyone with a sales function.

PREREQUISITES
Experience in B-to-B sales.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES
• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Identify the challenges of expressing needs

- Putting words to the heart of the problem.
- Identify the objective and the scope of what is expected.
- Integrate needs with business reality.

Group discussion
Workshop: construction of a collective mind map to assess the challenges of understanding needs, identify obstacles in your business practice, and identify your own needs. Ideation and classification.

2 Exploring customer needs

- Explore the needs of the end customer (internal or external).
- Identify priority needs.
- Identify the levers of customer buy-in.

Hands-on work
Workshop: getting to know your customer better. Individual work on the seven questions of the empathy card. Immerse yourself in the customer's world, analyze and identify the priority points in the customer's needs. Retrospective: lessons learned from working on the empathy map.

3 Delivering the expression of need

- Generate ideation for deliverables.
- Prioritizing ideas.
- Design of the expected deliverable.

Hands-on work
Workshop: propose a deliverable (the best practice guide for an expression of need). Collaborative ideation and classification. Individual work: draw up an action plan.