

CUSTOMER CONVERSATIONS

Needs-based sales conversations

'The reason it seems that price is all your customers care about is that you haven't given them anything else to care about.'

— Seth Godin; best-selling author, entrepreneur & teacher

Meeting your customer's needs starts with better conversations. Whether it's providing expertise or advice, or adding additional value, the conversations you have with customers impact every measurable sales metric and when done well, meet the needs they have now and in the future.

Small changes in conversational behaviour can yield amazing results. Consider the results of McDonald's famous 'Would you like fries with that?'.

GRIST's needs-based sales conversations program helps sales teams identify small changes in conversation that build connection, leverage product knowledge and create exceptional customer experiences that increases bottom-line performance.

Key components

- What needs-based sales is and why developing customer conversation skills is important
- The power of moments in the customer's journey
- Greeting your customer and building common ground
- Questioning to understand customer needs
- Adding unexpected value and gaining agreement to next steps
- Confirming the sale
- Turning complaints into sales

WHAT THE NUMBERS SAY

68%

of consumers say they are willing to pay more for products/services from a brand known to offer good customer service experiences

58%

of consumers say excellent past customer service influenced their decision to buy

44%

of brands plan to increase their employees' interaction time with customers over the next year

53%
of shoppers are likely to look at a product in-store and buy it online, and conversely,
54%
of consumers say that over the next year they're likely to look at a product online and buy it in-store

Program outcomes for participants

GRIST's unique micro-behavioural approach to Retail Sales conversations:

- Builds self-confidence and empowers the team member to find what works for them
- Improves speed to competence
- Creates a performance culture
- Improves internal NPS of new hires
- Increase employee engagement
- Increases conversion rates
- Increases average transaction values
- Increases loyalty program conversion

Program duration

- Face to face workshops, or
- Virtual spaced and paced workshops, or
- Leader-led implementation with support resources

Pre-work

Bring a recording /transcript of a customer service conversation