



Making Customer Recommendations

Course Description

The recommendation begins where the discovery leaves off with a clear consensus about the customer objectives. Representatives are not selling products and services; they're selling "solutions" that can help the customer reach his or her objectives. The final "confirming question" to the customer in which the representative and the customer agree that they have understood the customers' objectives correctly is the foundation for their recommendation. In this course, your representatives will learn the four-step recommendation process that is an essential part of customer interactions.