



## UNDERSTANDING THE CUSTOMER

We have all witnessed the technically savvy individual that does not connect with the customer on an interpersonal level. Research shows that interpersonal skills are as important as technical knowledge and selling skills in developing and maintaining good customer partnerships.

Training that focuses on customers behavioral preferences, customers buying orientation, and customers communication preferences are all examples of the diverse types of training aimed at understanding and interacting more effectively with customers.

In many organizations, understanding the customer is considered soft skills training and is usually an adjunct to selling skills training. Understanding customer behaviors is an essential business skill that is frequently overshadowed by technical training and selling skills.

Salespeople that understand and respond to customers' behavioral preferences are five times more productive than salespeople who are less responsive. Most salespeople interact and communicate based on their own behavioral preferences. Learning to swing the pendulum toward the customer and interact based on the customer's needs leads to more productive one-on-one customer interactions and better business results.

Training that focuses on understanding the customer will vary according to the learning needs of the organization. One resource might be sufficient for some organizational learning objectives; a series of courses might be appropriate for others.

Resources that help learners understand their customers better is an appropriate addition to most training curricula.

- Would your learners benefit from the addition of courses that focus on understanding the customer? RightHands Resources will work with you to assess your learning needs and provide a detailed analysis of the industry resources that best fit your training criteria.

CONTACT RIGHTHANDS RESOURCES TO HELP  
YOU MEET YOUR LEARNING OBJECTIVES.