

Name _____

Period _____

Determining Needs

Why determining needs is important:

- Customer _____ - to buying motives.
- When customer needs are met, the salesperson experiences a feeling of _____

When to Determine Needs:

_____, usually right after the approach

How to Determine Needs

•**Observing** – _____ (body language such as _____, hand motions, and eye movement.)

•**Listening** – _____

•**Questioning** – _____

—Begin with general questions _____.

—Then ask _____ questions

Guidelines for Questioning

•Do ask _____ questions that encourage talking

•Do ask _____ questions to make sure you _____ needs

•Don't ask _____ questions in a row -- customer may feel _____

•Don't ask questions that might _____ or put the customer on the _____