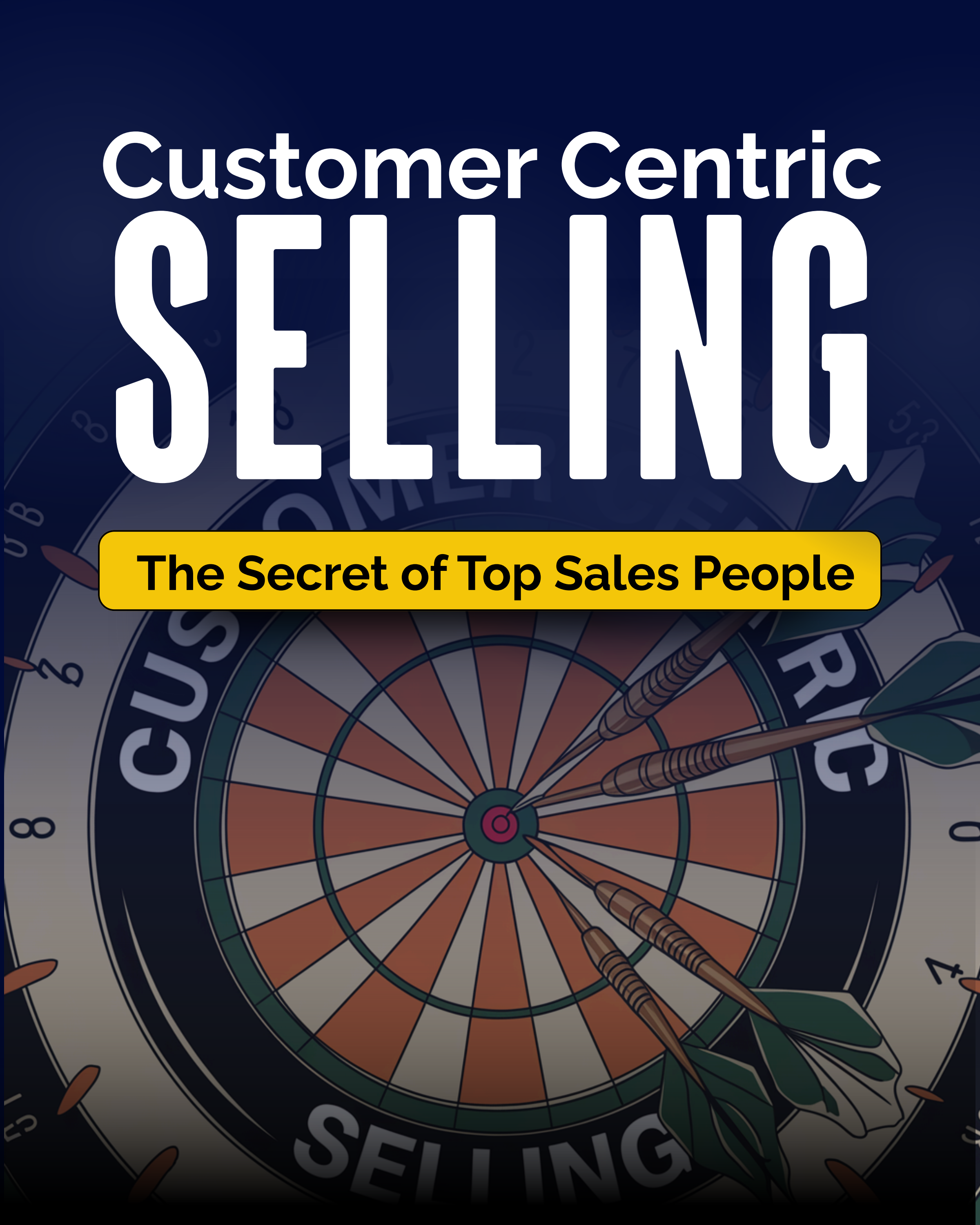


# Customer Centric SELLING

**The Secret of Top Sales People**



# Customer Centric **SELLING**

**The Secret of Top Sales People**







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# What Is **CUSTOMER CENTRIC SELLING?**







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**IT IS..**

A **sales approach** that prioritises the customer's needs and challenges throughout the sales process. It focuses on building **long-term relationships** by aligning solutions with customer expectations.







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Let's look at  
**THE FIVE KEY**  
**COMPONENTS**





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## **Empathy and Understanding**

**Prioritize Customer Needs**

## **Meaningful Conversations**

**Promote two-way conversations**

## **Solution Focused**

**Concentrate on solving the customer's problems**

## **Target Decision-Makers**

**Focus on engaging with key stakeholders**

## **Long-Term Relationships**

**Establish trust and long-lasting relationships**







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# THE 6 STEPS TO THE CUSTOMER CENTRIC SALES PROCESS







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# THE INITIAL **ENGAGEMENT**

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Build rapport and establish a genuine connection with the customer and show interest in their business challenges.







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# MEANINGFUL CONVERSATIONS

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Promote two-way conversations rather than delivering one-size-fits-all presentations.

Ask questions to uncover customer needs and tailor your approach accordingly.







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# FOCUSED ON **SOLUTIONS**

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**Concentrate on solving the customer's problems rather than simply selling a product.**

**Ensure that your solution addresses their specific challenges.**







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# LONG TERM RELATIONSHIPS

Aim to establish trust and long-lasting relationships by consistently delivering value and supporting the customer's journey.







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# TARGET

# DECISION MAKERS

Focus on engaging with  
decision-makers who can  
authorize purchases and  
align with their needs.







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## WHY IT WORKS

- Puts the customer's needs and goals first, creating a **personalized** & effective sales experience.
- Establishes a foundation of trust and credibility, leading to stronger, long-term **relationships.**
- By focusing on solving customer problems, it increases **satisfaction** and retention rates.







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## CONCLUSION

The **Customer-Centric** Selling Method is effective because it emphasizes empathy, meaningful conversations, and tailored solutions. By focusing on the customer's needs and building **long-term relationships**, salespeople can create a more satisfying and successful **sales experience** for both the customer and the business.







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# Looking to Improve Your **SALES SKILLS?**

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