

Module 2 - Know Your Customer

OBJECTIVE

Knowing your customer creates and generates a strong bond of trust. You do this by developing your keen sense of listening skills and your intuition to really become aware of all the seen and unseen needs of your customer. You can develop the knowledge about your customer by standing in your customer's shoes and seeing through your customer's eyes. Knowing your customer builds your magnetic energy. Understanding the 3 levels of listening and improving your listening skill expands your magnetic energy.

INTRODUCTION

Watch Video - *Introduction: Know Your Customer*

In the Knowledge section of this module, you learn about communication techniques. As you move into the Magnetic Skill section, you learn to stand in your customer's shoes and see through your customer's eyes through developing your listening skills. In the Passion in Action section you expand your magnetic energy through knowing your customer and then listening with expanded awareness.

KNOWLEDGE

Watch Video - *Knowledge: Effective Communication*

Having the interest and desire to know your customer is magnetic. In effective communication with your customer, there is giving and receiving through your sales presentation and listening for what they want and need. This improves the clarity of communication. You create a magnetic flow between yourself and your customer.

Delivering a Successful Sales Presentation

So what do you need to know for a successful sales presentation? Most important, there are two parts to a successful sales presentation.

Part 1 is the conscious level where your language must be clear, focused and educational. Your appearance must express success and your body movements must show you are listening, you care and you can be trusted.

Part 2 is the subconscious, the subtle message of human energy that you convey. This is where your energy needs to be expressed as confident, knowledgeable, authentic and passionate. You need to know that people can actually feel this vibration as an energy you transmit. When you are authentic and passionate, people begin to develop a level of trust and can actually listen to what you are saying. This is the energy they use to buy!

Three Levels of Listening

Let's look at the 3 Levels of Listening and why it's important to develop this essential skill.

 Watch Video - *Knowledge: Three Levels of Listening*

Level I – Internal Listening

Internal Listening focuses on **the listener's own thoughts and judgements**.

Most of us will recognize this level of listening. Although we hear what the customer is saying, we focus on what it means to us. For example, we may worry about the direction of the interview or what questions we should ask next. At this stage, we simply stop listening to the customer.

Level II – Focused Listening

Focused Listening focuses on **what the customer is saying**.

In this level, the listener hears each individual word and how the customer expresses them. The words the customer uses and the story they tell is heard in the customer's context. The core skills of summarizing, questioning, paraphrasing and restating are essentially used in this stage to deepen understanding and to build trust.

Level III – Magnetic Listening

Magnetic Listening focuses on **more than just the words**.

At this level of listening, the listener is 'dancing in the moment' with the customer – taking in the emotions behind the words, the body language, the gestures and the tones being used by the customer. This level of listening gives the listener a heightened sense of awareness and access to their intuition. The skill of immediacy can be applied to draw the customer's attention to what is happening in the interview here and now.

MAGNETIC SKILL

 Watch Video - *Magnetic Skill: Stand in Your Customer's Shoes*

When you understand your customer and serve your customer, your customer will respond. To learn what your customer really needs, you must watch them, talk with them, and listen to them. You must be sure you understand their concerns and overall business issues. When you understand the broad environment your customer lives in on a day-to-day basis, as well as their issues and concerns, you can apply the creative efforts necessary to design a compelling solution that will be successful.



★ Activity #5 - *Stand in Their Shoes*

Have you stood in THEIR shoes – literally, repeatedly? Don't assume!

- ✓ Describe your ideal customer right down to their shoes. What do they look like?

Physical characteristics (including shoes):

- ✓ What do they love to do? What is their biggest problem? What do they value?

Emotional characteristics:

- ✓ What is their job title? Where do they work? How much money do they make?

Employment characteristics:

"The challenge is to view every element of every part of the business through the customer's lens; to literally redefine each element from the customer's perspective."

Tom Peters, Author
In Search of Excellence

★ Activity #6 - *See through your Customer's Eyes*

Have you looked through THEIR eyes? What do they want? When you see through your customer's eyes, you understand your customer. The inner nature of your customer's actions becomes crystal clear. In understanding your customer, you will better understand how to respond with your own actions and activities. This presence of understanding alters the way you behave.

- ✓ Describe what your customer wants, needs, and expects.

My customer wants. . .

My customer needs. . .

My customer expects. . .

PASSION IN ACTION

👁️ Watch Video - *Passion in Action: Expanded Awareness*

You learned how to expand your magnetic energy through knowing your customer and then listening with expanded awareness. Now you can use the gifts of your Core Passion Codes as communication fuel to better give and receive from your customer.

See through your customer's eyes by listening to what they say. When you collaborate, you are sharing and receiving ideas to achieve a common goal. This creates a win-win sales outcome. As you read through the key words of each Code, think about a current customer and what that customer wants and needs. What energy and which codes do you need to use as communication fuel to create a magnetic flow between you and your customer?

Recognition	intuitive, creative, inventive
Partnership	sensitive, understanding, supportive
Creativity	optimistic, enthusiastic, creative
Form	dedicated, organized, disciplined
Change	curious, rebellious, adventurous
Service	heartfelt, committed, responsible
Research	insightful, analytical, connected
Power	organized, principled, resourceful
Enlightenment	creative, imaginative, aware
Inspiration	inspired, passionate, intuitive
Mastership	knowing, intuitive, organized
Compassion	humble, visionary, compassionate

★ Activity #7 - *A Closer Look at your Customer*

Write your customer's name and which Code you will use with the magnetic energy of the key words you choose.

Customer's Name	Core Passion Code	Keywords

MAGNETIC SALES ASSESSEMENT

👁 Watch Video - *Module 2 - The Close*

In this module, you learned that when you know your customer, you create and generate a strong bond of trust. The magnetic skill for Know Your Customer happens by improving your listening skills and your intuition to really become aware of all the seen and unseen needs of your customer.

You learned this knowledge about your customer by standing in your customers shoes and seeing through your customer’s eyes. Knowing your customer builds your magnetic energy. Understanding the 3 levels of listening and improving your listening skill expands your magnetic energy.

The Magnetic Sales Assessment is designed to measure your level of belief that this skill has value for you. You can learn something new, however, if you don’t believe what you have learned, you will never be able to develop the skills to apply the knowledge.

Rate your belief with each of these statements where number **1 is no belief** and number **7 is complete belief**.

1	2	3	4	5	6	7
NONE						COMPLETE
Rating	Statement					
	I believe listening skills are magnetic and bring me many levels of awareness.					
	I believe knowing my customer better increases my magnetic skills of observation and communication.					
	I believe my top five Core Passion Codes fuel effective and engaging communication.					

Total Rating

Your Magnetic Sales Assessment Results

Add up the numbers for the three statements. If your total score is 15 or higher, you and your customer are aligned with magnetic communication energy. If not, go back and review Magnetic Skill and Passion in Action.

The Adventure continues...

Start Module 3: Know Your Company’s Brand Promise