

Module 6 - Know Your Products and Services

OBJECTIVE

Knowing your products and services inspires you to become an advocate and a believer for your company. With the knowledge of your products, tools, and services, you will believe the personal success Vision you have created for yourself. You have the confidence to share information that will give your customer the answers and solutions they require. This engaged expertise allows you to listen at the highest level of understanding. Your focus is then on the customer and the solutions you can provide for them.

KNOWLEDGE

 Watch video, - *Knowledge: Customer Experience*

Demonstrating strong knowledge and expertise of your products is crucial for creating a positive customer experience. This creates faith and trust within your customer. You must understand your product so thoroughly that you can make it work for any customer. With in-depth knowledge, you can help a particular customer and offer a unique, personalized service that will impress them to buy!

Ask any customer about what makes a great customer experience and they will usually mention something pertaining to genuineness, uniqueness and a human touch. Customers like it when they are treated like people.

MAGNETIC SKILL

 Watch Video - *Magnetic Skill: Value and Promise of Your Products*

While listing your product's features enables the customer to make an informed decision on their own, it can also leave them feeling a little overwhelmed with information. They may not be able to see what value the product will have in their own lives. You must be able to explain exactly how the product could make a difference to the customer – whether it will make them look better, feel better, happier, or make their business more profitable. This is where your knowledge and intuition about your customer comes in.

Here is an example of what we are talking about . . .

Within our company we have several products and services. We know, just looking at the list of these can be overwhelming. When we meet with a potential customer we enter into a conversation so we can “stand in their shoes” to listen and understand the results they desire. First we ask lots of questions to better understand who they are. Next we direct the conversation to learn their desired outcome. Then we engage in a collaborative conversation to understand their budget and timelines. This conversation allows us to best know where our products and services will provide the best value for their needs. This process provides a place for us to generate an interest in our products, linked to the values and the benefits. Now we can feel confident to offer our brand promise of performance because we know that our customer understands the value our products bring to them.

★ Activity #17- *Identify Products and Services*

- ✓ Identify your products and services, their value, how to create interest, and the promise you deliver.

| |
|----------------------------|
| Products/ Services |
| Value of Products/Services |
| How I create interest |
| The Promise we deliver |

PASSION IN ACTION

Watch Video - *Passion In Action: Live Your Customer's Experience*

What's the best way to get to know any product? By using it! We recommend that you go through the process of purchasing your product and try using it yourself. Stand in your customer's shoes and see through your customer's eyes. Live from their experience so you can bring a first-hand perspective to the customer experience. Use this template as a place to focus your future success.

Activity #18 - *Products and Services Experience*

-  **What did you experience in each of these areas as a customer? What did you expect would happen? What actually happened? What new insights did you learn about your product or service?**

| What did you expect? | What actually happened? |
|----------------------------|-------------------------|
| Products/ Services | |
| Value of Products/Services | |
| The interest | |
| The Promise | |

MAGNETIC SALES ASSESSEMENT

👁 Watch Video - *The Close: Module 6*

In Module 6, you learned that knowing your products and services can inspire you to become an advocate and a believer for your company. This knowledge enhances your belief in the personal success vision you created for yourself. You now have the confidence to share information that will give your customers the answers and solutions they require. This engaged expertise allows you to listen at the highest level of understanding. Your focus is then on the customer and the solutions you can provide for them. You create an amazing customer experience.

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 in-depth knowledge of my products and services gives me the confidence to give my customers the best solutions. |
| | I believe creating a great customer experience results in personal magnetism. |
| | I believe in my products and services and the value and promise I deliver. |

Total Rating

Your Magnetic Sales Assessment Results

The Magnetic Sales Assessment measures your level of belief about your products and services and the value and promise you deliver. If your total score for the Magnetic Sales Assessment is 15 or higher, you believe in your company's vision and your connection to it. If not, go back and review the Magnetic Skill and Passion in Action section. When you're ready, continue on to the section of Magnetic Sales & Marketing. You have finished the Vision of Magnetic Sales and Marketing. The next 3 Modules work with the Action of Magnetic Sales and Marketing. This is where you create your Action Plan and strategy to manifest your personal success vision.

The Adventure continues...

Start The Action - Module 7: Know Your Timelines