



Making Customer Recommendations

Course Description

The recommendation begins where the discovery leaves off—with a clear consensus about the customer’s objectives. Representatives are not selling products and services; they’re selling “solutions” that can help the customer reach his or her objectives. The final “confirming question” to the customer, in which the representative and the customer agree that they have understood the customers’ objectives correctly, is the foundation for their recommendation. In this course, your representatives will learn the four-step recommendation process that is an essential part of customer interactions.