



Episode 10 Exercises

1. What actions and changes can you make to create a more positive impression on your customers and clients? (Consider changes to your workspace, appearance, communication style, skills, or the services you offer.) List at least five ideas

2. What is the current economic situation of your customers? Are they looking for higher-quality, more expensive services, or do they need more budget-friendly options? Tailor your services accordingly, and if necessary, create a list of changes you need to make.

3. When was the last time you updated your knowledge about your work and industry? Make it a habit to learn something new about your work, products, or services at least once a week.

4. Create a list of your customers. Shortly after they make a purchase, ask for their feedback to see if they are satisfied and if they need any further assistance.



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5.If possible, create a list of potential customers who haven't purchased from you yet. Ask them why they haven't chosen your products or services and address their concerns.

6.If possible, create a list of customers who have purchased from your competitors. Politely ask them why they chose your competitor instead of you. Listen to their feedback without getting defensive and try to address their concerns. Remember, constructive criticism can be a valuable asset to your business.



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