



Serving Your Customers

Not about the \$ = Why are you offering product/service? How will you be their "Go-To"?

- 1.
- 2.
- 3.
- 4.
- 5.

Understanding Your Customer - What are their needs and fears? What is your commitment? Who are your customers? What success do they want to see?

- 1.
- 2.
- 3.
- 4.
- 5.

Product/Service - Check out competition reviews, How will you make customer's life easier/better?, What experience will you provide to them?, Reinforce value of your product.

1.

2.

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5.

Communication - Survey potential and existing customers, Educate your customers on the benefits of your product/service, How will you get in front of your customers?

1.

2.

3.

4.

5.