Effective Customer Meetings

STAND OUT AND MAKE THE MEETING COUNT!

Make The Meeting Count

- Research Issues In The Industry
- Company Website/Google
- Ask For A Tour
- Have Prepared Questions
- Take Notes During The Meeting

Industry Issues

- Research the Industry: Strikes, Shortages, Price Hikes.
- Ask if/how this is impacting them

Google and Company Website

- Internet/Google
- Website/Mission Statement
- Business Partners

Take The Tour!

- Customers love to talk about their business
- You may uncover a need
- You may learn something

Be Prepared

- Have Prepared Questions
- Take Notes
- Ask Clarifying Questions
- Don’t Give Solutions Yet

Group Activity!!