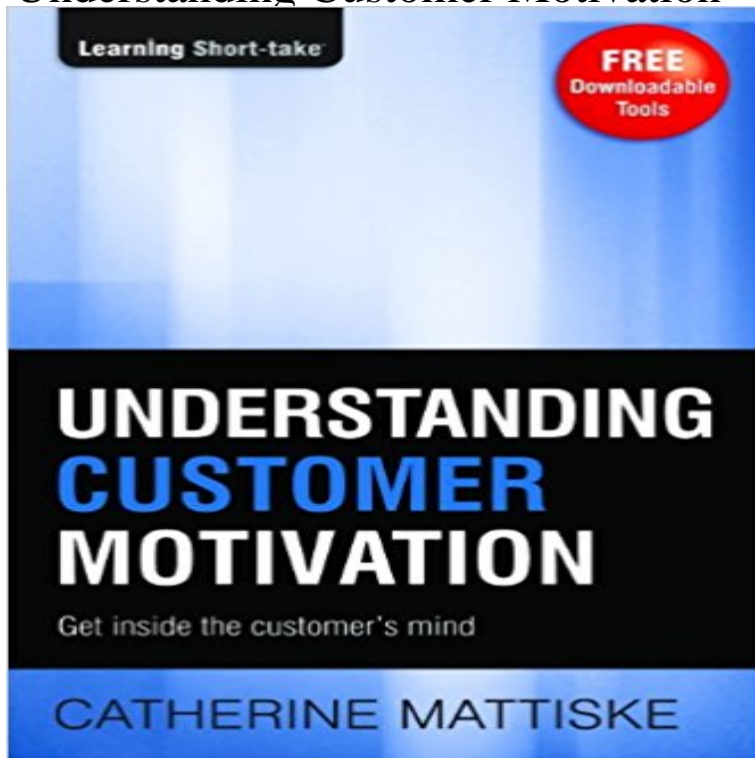


Understanding Customer Motivation



Customers are interested in products and services that fulfill their needs and wants. If a customer doesn't have a perceived need or want then it is unlikely that they will buy. As an experienced salesperson, you must create need and motivate your customers to want to own or use the products and services that you sell. This Learning Short-take combines self-study with workplace activities to help you understand the elements of customer motivation. You will develop tips, tricks and techniques to encourage your customers to start or continue to do business with you, and get the products and services that they need. This Learning Short-take is designed for completion in approximately 90 minutes.

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Read here for a great example with a company that gets it. **Understanding Customer Motivation is Integral to Customer Service** Get Inside the Customers Mind Understanding Customer Motivation combines self-study with real workplace activities to help you understand the key elements **The Science of Customer Motivation: Expectancy Theory - Blog** Understanding consumers holistically can be key to success. As the motivations that influence consumer behavior are so wide, a research **Understanding Customer Behavior: Needs and Motivation - WP** Its easy to be skeptical when a company claims to understand their customers. The question that often begs to be asked is, how well do they

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