Course information from ZandaX

Understanding the Customer

A premier Understanding The Customer training course from ZandaX

Course duration: 11 minutes of highly focused content (Revisit, review and revise as often as you want)

What you'll learn

✓ About the Course
  ★ Get an overview of what the course covers
✓ Identifying Your Customers
  ★ Learn how to really get to know your customers and how they think
✓ Recognizing What Your Customers Need
  ★ See how to use your knowledge of your customers to identify their true needs
✓ How to Conduct Customer Research
  ★ Learn how to conduct simple but effective customer research
✓ Course Wrap Up
  ★ Summarize the key takeaways from the course

What does our Understanding The Customer course cover?

Understand Your Customers to Perform Better

How well do you understand your customers?
Sales are much easier to make if you know who your customers are, and what they really need.

Customer research can help you build up a great profile of your customers, and this will help you to exceed their expectations.

Our Understanding the Customer course will show you how to discover who your customers are, how to work out what they need, and how you can do effective customer research.
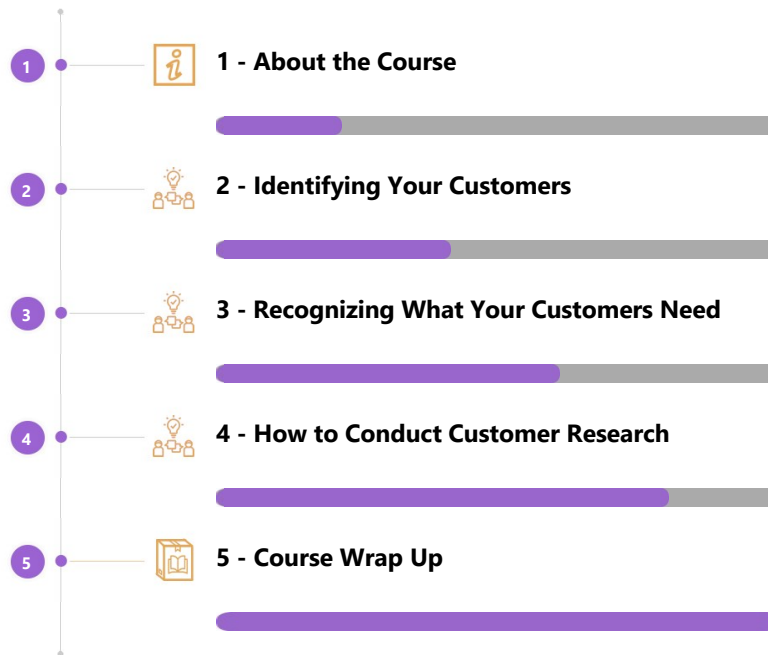
Accessibility
This course comes with transcripts so people have text options for all media, subtitles for all videos and is screen reader friendly with alternative text.

This Understanding The Customer skills training course, like all our courses, has been developed over many years of classroom and online delivery.   Content has been thoroughly researched and is constantly updated so it's always leading edge.   It's completely interactive and is full of practical knowledge and solutions.

Still wondering whether to do the course?
Just think about this: how much would you benefit if you had better understanding the customer skills?

Course content for Understanding The Customer

1. **1 - About the Course**

2. **2 - Identifying Your Customers**

3. **3 - Recognizing What Your Customers Need**

4. **4 - How to Conduct Customer Research**

5. **5 - Course Wrap Up**

More about the ZandaX Understanding The Customer course

Exceed Customer Expectations - And Boost Your Sales!

Exceed your customers' expectations by knowing what they need

Our Understanding the Customer course is designed for anyone who deals with customers -- and salespeople in particular.
Understanding the customer is the key to great customer service and the foundation of making successful sales to customers who come back for more.

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Knowing who your customers are and what they care about will help you get into their heads and see things from their perspective. In this way, you'll be able to go beyond their expectations to deliver fantastic service. The course also looks at several ways to carry out customer research, so you can get the full picture about them.

After you've completed the course, you'll be able to gain knowledge about your customers and use that knowledge to identify their needs -- and increase your sales!

Watch the modules, revisit them time and again ... and have fun with improving your skills!

Learning format

The course is offered as follows:

You'll learn using easy-to-follow on-screen videos which you can pause, re-run and revisit as often as you like, and also through interactive content with short quizzes and questions appropriate to the course subject.
You also get exercises to test your progress that you can use to reinforce your learning.
The course is arranged into modules, each with several lessons. Refer to the course content for more details on what's covered. This combination of videos and interactive content will enable you to get a thorough understanding of the subject.

View this course online

Visit our website at www.zandax.com/understanding-the-customer to view the latest details, including related courses, prices and quantity discounts.

ZandaX

ZandaX – Change Your Life ... Today

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