






Imperatives

Determine the kinds of questions that will uncover the Customer's needs, expectations and priorities.



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Imperatives

Determine the kinds of questions that will uncover the Customer's needs, expectations and priorities.

Sequence questions for maximum effectiveness in building rapport and trust.



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Customer Priorities

How can we know if we are meeting the Customers' needs and exceeding their expectations?



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Needs Questioning

What are two types of questions we use?



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Needs Questioning

SPE Method

- Site Questions
- Problem Questions
- Expectation Questions



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Exercise

Identify two general problems or issues our customers might typically experience.



Site Questions

What's the specific problem?
What areas of the building are affected?
Does everyone in the area complain or only certain people?
Write a Site question to address the two general problems you have written down.



Problem Questions

When did the problem begin?
Has this problem occurred before?
How often has this occurred?
Has anyone else worked on this equipment?



Write a Problem question to address the two general problems you have written down.



Planning Your Questions

Expectation Questions

What temperature do you expect in the area?
What time do you expect the area to reach that temperature?
We won't be able to finish the work today. Will it be okay if we get it done by noon tomorrow?
Write an Expectation question to address the two general problems you have written down.





Customer Priorities

How should we handle a situation in which the Customer contact is off-site and can't meet in person?





Customer Priorities

What are the most important customer interaction goals for our company?





Service Exercise

Role Play

In pairs, practice the SPE (Site, Problem, Expectation) method of asking questions.

Playing the roll of the Customer, use one of the two general problems you wrote down previously as a scenario for your partner to ask you questions. Make sure to answer the service technician questions as though you were the Customer with a real problem.

Each pair will take turns playing one of the two roles.



Horizontal lines for notes



Service Exercise

Discussion

As the technician, were you able to find out the information you needed from the customer?

Did you find the SPE method effective?

How could you improve when interacting with a real customer?



Horizontal lines for notes



Alternate Exercise

SPE

Work as a group on practicing the SPE (Site, Problem, Expectation) method of asking questions.

Given one of the variables, how do you construct the other two?



Horizontal lines for notes



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Review

Key Points

Of the site, problem and expectation questions we encounter, which of these three seems predominant and why?

In considering interaction goals, what can we do together to make a real difference?

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Questions



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