DALE CARNEGIE®
TRAINING

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Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **Customer Acquisition—** Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

• **Customer Experience—** Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

• **Results Oriented—** Passionate about winning. Dedicated to achieving all-win solutions to situations.

RELATED COMPETENCY CATEGORIES:

• **Communication—** Practices active listening supported with meaningful oral and written information.

• **Influence—** Consistently directs situations and inspires people for an all-win environment.

• **External Awareness—** Sees things from multiple points of view. Keeps up to date with issues that affect area of responsibility.

Establish Return on Investment

SUMMARY

Customers want to know what they can expect in return for their investment in our solution. They are looking not only for the best price for the best product, but to know how your solution will improve their situation by reducing costs, saving time, adding greater quality, or bringing more peace of mind to their current situation. This process goes beyond simply justifying the price of your solution. It encompasses your solution's ability to reduce your customer's worries and stress and, in the process, develop a strong, long-lasting partnership.

CONTEXT

To a potential customer, your solution looks and sounds very similar to the solutions offered by your competitors. In many cases, the solution appears to be nearly identical, so the deciding factor for the customer comes down to price. When you truly embrace the concept of return on Investment, or ROI, you move beyond price-only competition to prove the overall value of your solution for your customers.

At the completion of this module, participants will be able to:

- Establish Return on Investment for customers

- Measure ROI in terms of time, cost, and quality

- Reduce worries and gain peace of mind for clients

- Deliver a compelling ROI summary

"Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for."
—Peter Drucker