

## **What Keeps Your Customer up at Night?**

### **Action Steps**

1. Brainstorm issues that are facing your customer base (or one particular customer) right now.
2. Can you address that concern with your current product/service offerings?
3. If not, how can you get started on revising your offerings within a short time?
4. Begin to formulate your “provocative” selling tactics. Write some notes highlighting the issue that is keeping your customer up at night.