



**8 key elements  
of CustomerCentric  
Selling**



**Engage in**  
conversations with  
your customers to  
discover a problem  
you can solve.




**Ask relevant questions**  
instead of offering an  
opinion.




**Cultivate a**  
**relationship** and focus  
on solutions to your  
customer's problems.  
Gain their trust.




**Target decision-makers**  
instead of end users.




**Promote product**  
**usage** rather than  
features. Relate the  
product to their  
situation.



**Build relationships** to  
garner quality sales  
rather than focus on  
sales numbers.



**Adjust your sales**  
**cycle** to follow the  
buyer's timeline, not  
your own quota  
timeline.



**Empower customer**  
to buy the solution  
that meets their  
needs, not to  
purchase your  
product.

# Customercentric Selling

**Robert L. Jolles**



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