



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

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

#### RELATED COMPETENCY CATEGORIES:

- **Initiative—**  
Proactively makes things happen. Evaluates self and others and takes positive corrective action. Is self-disciplined.
- **Results Oriented—**  
Passionate about winning. Dedicated to achieving all-win solutions to situations.

# Uncover Selling Opportunities

## SUMMARY

In this module, you will analyze your existing customers to identify opportunities that can create added value for clients and additional sales for you. Also, you will create a map that will help strengthen your network within these accounts and capitalize on your existing champions. Enthusiastic champions will be more likely to provide you with referrals, references, and testimonials.

## CONTEXT

It has been said many times in business that if you have contacts in business, you've got it made. Certainly, the names and numbers of the right people are critical, but today, with such a wide range of available database information, it is easy to know who to call. The real question underscoring success is not who do you know, but who wants to know you. Some people talk about how important it is to build a large database of business contacts, but what they are missing is that it is more important for people to want us in their database.

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

- Further develop existing accounts and increase customer loyalty
- Capitalize on referrals, references, and testimonials
- Create a referral network of champions who bring in business

*"People are always blaming circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, they make them."*

—George Bernard Shaw