

Stratagame Project



Needs Identification

Before you start promoting your business you need to know what your customers want and why. Good customer research helps you work out how to convince your customers that they need your products and services. This is why needs identification step is so important in any selling process.

Need identification is a process where sales representative talks to his customer in the form of a question and answer session to identify the needs or “gap” between where the client is today and where they would like to be in the future. Based on that gap, needs can be clarified to determine if the solution will fill all or part of the overall gap.

Several methods may be used to identify our customers’ needs, such as self-report questionnaires, observation, individual interviews, diary records, etc. Q&A interviews are one of the most important methods used.

We can classify the series of questions used for the needs identification process into five different categories:

- Situational questions. Aims to obtain factual information regarding the buyer’s current situation. The information extracted from this question reveals the potential ideas of how the salesperson’s products could accommodate the customer’s present needs.
- Problem discovery questions. This kind of questions consists in being able to show the customer that their current problems could possibly be resolved by the salesperson’s product or services. The answers received to these questions help the salesperson to generate ideas of how to persuade the customer.
- Problem impact questions. The idea behind these questions is for the customer to become aware of the underlying consequences (cost and time) that could occur if such problems are not solved.
- Solution value questions. It involves highlighting the buyer’s problems and showing the potential value of a solution. The salesperson’s aim is to inform their customer about what they could gain if find a solution to the problem.
- Confirmatory questions. What usually happens during these questions is establishing that the buyer is interested about the salesperson’s products/services and would like to hear more about them.