



Module III Business

Pitch
Course

Topic 3 Know your Audience

Lesson 2:
Customers



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ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:



1. Recognise customers profiles
2. Adapt their pitch to customers audience

IN THIS LESSON, WE WILL LEARN:

WHAT TYPES OF CLIENTS THERE ARE AND WHAT GUIDELINES WE SHOULD FOLLOW WHEN WORKING WITH POTENTIAL CLIENTS.



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1. TYPES OF CUSTOMERS

In the following infographic, we will find **different types of clients**:



It is important to know them although throughout this lesson we will focus on the “potential customer”



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2. GUIDELINES TO REACH YOUR CUSTOMERS WHEN YOU DEVELOP YOUR BUSINESS



CREATE A CONNECTION BETWEEN YOUR PRODUCT AND YOUR CUSTOMER



SHOW WHY TO CHOOSE YOUR PRODUCT OR SERVICE OVER YOUR COMPETITORS



USE STORYTELLING



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2. GUIDELINES TO REACH YOUR CUSTOMERS WHEN YOU DEVELOP YOUR BUSINESS



TRY TO TURN YOUR PRESENTATION INTO A DIALOGUE, NOT A MONOLOGUE:



DON'T LEAVE WITHOUT TAKING ANY ACTION



THINK ABOUT POSSIBLE CUSTOMER OBJECTIONS AND HOW TO RESPOND TO THEM



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CONCLUSION



Knowing the different types of investors and what each one is looking for will help you to know which is the most useful door to knock on, according to the development phase in which your project or business is.



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