

UNDERSTANDING CHALLENGES

Account

Client

- Gather insights about the client's industry, competitors, and trends to provide context for their challenges.
- Collect relevant documents, past communications, and reports related to the client's business.
- Arrange a presentation or meeting with the client to delve deeper into their challenges.
- Develop a set of probing questions to ask during the presentation, aimed at uncovering specific details.
- Understand your company's offerings that could address the identified challenges, and think about customization options.

Fully explain client challenge