



## **Business Type, Product & Service**

What is the nature of business. What is the product or is it a service that is being rendered. A general description of a business.

This requires the customer to talk freely and share maximum, casual, unstructured information about how the business works.

**The Goal:** to know the product or service being sold / offered better. To understand the business type,

### **MyLine**

1. What do people come to your shop for, particularly?
2. I want to understand your business.
3. I think it is not easy establishing oneself the way you have. How did you do it?

*What's your line?:*

1. Your line:
2. Your line:
3. Your line:
4. Your line:

### **Roleplay**

Facilitator will play the role of the customer (for one round)

Then between participants they need to play the roles, by turn.



## Scenario # 1

**Customer:** why should I tell you anything about my business?

### Guiding Answer

I am just interested in how things work.

I think your business looks very strong, impressive and I am just curious about it.

I just listen; sometimes an idea occurs to me on how I might help you.

**Customer:** I don't need any help.

**Guiding Answer:** yes. That is what most strong, successful people say. It makes me want to talk to you more!

**Customer:** About what?

(this gives you a opening to restate your opening line: tell me about how you became successful / good at what you do / established yourself... etc)



## Scenario # 2

**Customer:** I don't have time to talk to you.

### Guiding Answer

Please tell me when will be a better time.

**Customer:** I have no time for bank people they just waste my time.

### Guiding Answer

But I am not here to waste your time. You can keep doing your work and talk. I will sit on the side and listen.

**Customer:** Ok, but come tomorrow...

### Guiding Answer

Thank you very much. Please tell me what time is best for you.

**Customer:** See this is what I mean. You are harassing me.

### Guiding Answer

Ok sir. No worries. I will just come by tomorrow.

(AND YOU HAVE TO.)

## Scenario # 3

**Customer:** those are private and secret. I cannot share business secrets with you.

### Guiding Answer

But you can always share you general formula for success. Younger people (or less experienced people: choose your words) like me should be guided by people like you.

**Customer:** I am not running a school or coaching center here.

### Guiding Answer

That is okay .... I am not asking you to waste any time on me. Just let me sit and observe and learn.