

Customer Centric Selling Checklist

Created by the team at [Weflow](#) ❤️

Step	Goal	Questions to Ask
Shift your mindset	Prioritize the customer — not your bottom line.	<ul style="list-style-type: none">• How can I improve this customer’s life?• What knowledge can I share that will help this customer find the right solution for their problem?• What can I learn about the industry or day-to-day life of the customer I’m speaking with?• Am I focused on helping this customer find the solution they need, even if it means directing them to another product or service?
Do your homework	Get familiar with your prospect’s challenges and opportunities.	<ul style="list-style-type: none">• <i>How does this industry present itself?</i>• <i>What terms do people within this industry use?</i>• <i>What challenges or opportunities are unique to my prospect?</i>• <i>What challenges or opportunities are impacting the industry as a whole?</i>• <i>What challenges or opportunities can we predict about the future of this industry?</i>
Ask the right questions	Get a deeper understanding of your prospect’s problem.	<ul style="list-style-type: none">• What is the biggest pain point you’re struggling to solve?• What needs are currently going unmet?• How are these unmet needs impacting your life or business?• What solutions have you tried? Where have they met your expectations? Where have they fallen short?• What other decision-makers are involved in the buying process? Do their needs or goals differ from your own?• What does your dream solution look like?• What outcomes are most important to you?• What does a “successful” solution look like for you?• How does this problem impact other areas of your life or business?• What outside factors could change your needs? How might they change?