



# The So What? Game

**“People don’t want to buy a quarter inch drill, they want a quarter inch hole”  
Theodore Levitt**

Your people may have learnt the features of your product or service, but do they know how to turn them into benefits and articulate them in a way that’s appropriate for, and directly related and targeted to, your customers? This fast paced workshop is designed as a valuable add on module to any of our other programs. Your staff will gain the skills and confidence to create greater customer satisfaction and increase sales.



## In This Powerful Workshop You Will Discover:

- How to adapt your conversation style to meet different personality styles
- The Art of Active listening to discover your customer’s needs
- How to talk in your customer’s language and build rapport
- How to easily convert features into benefits
- How to put yourself in your customer’s shoes and talk in terms of ‘what’s in it for me?’

## Some of the Many Applications of this Dynamic New Learning Experience are:

- Sales
- Customer Service
- Conference breakout session
- Professional development day

## Duration

Depending on the application it can be run as a one hour or two hour session and combined with any of our other workshops.

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations create exceptional customer experiences that align with their brand promise and generate more business. Drawing upon four decades of knowledge and experience, Ava works with companies Australia wide and is recognized as an authority in her field. Through her company Edge Communication she provides consulting, training and coaching programs for every level within business to fully optimise their relationships.

**“Sensible, practical information with no HYPE. Well researched including customisation to our particular needs. CONCISE!”  
Mark Bolton, Sales Representative, Mondo Electronics**

**“Ava displayed both an immediate rapport with our staff and an intimate knowledge of her subject. Ava also listened carefully and assisted the staff in relating to the issues being discussed in a very practical and professional manner”  
Peter Lindsay- Macfadyen, BDM, Express-Link Transport**

**“Ava is that rare professional; not only is she an expert in her field, but she is also able to convey the information in a dynamic, easy to understand manner. Ava’s material is logically organised, focused on results, and extremely cost & time-effective. A session with Ava is a GOLDMINE for staff who are your customer’s first contact with your business.”  
Kym Bidstrup, 4th Mesa Productions**

**Contact Ava on 08 9200 2290 or [ava@edgecommunication.com.au](mailto:ava@edgecommunication.com.au)**