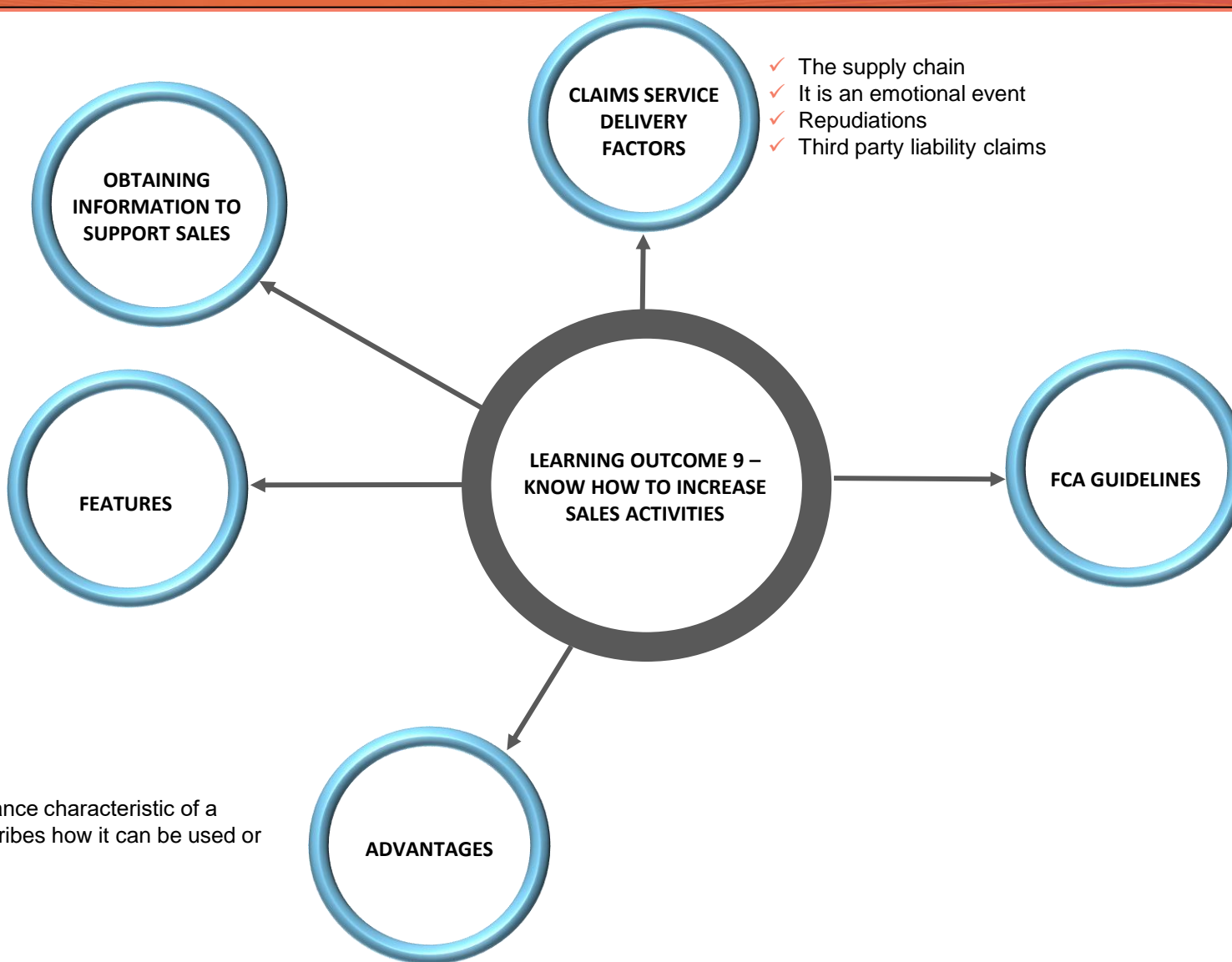


- ✓ Building trust
- ✓ Asking the right questions (open, probing, closed)
- ✓ Listening
- ✓ Ongoing customer relationship management



'A feature is a characteristic of a product or service that is consistent whether or not a customer buys it'

'An advantage is a performance characteristic of a service or product that describes how it can be used or will help the customer'

- Outcome 2:
- ✓ Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly
- Outcome 3:
- ✓ Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale.
- Outcome 4:
- ✓ Where consumers receive advice, the advice is suitable and takes account of their circumstances