

CARE Job Aid



(C) Connect and Listen

Focus on establishing a genuine rapport with the client and listening attentively to their needs.



(A) Assess Challenges

Identify the key obstacles the client is facing, and understand their pain points.



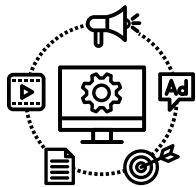
(R) Recommend Solutions

Present tailored solutions that directly address the client's challenges, showing clear benefits.



(E) Engage and Commit

Build a partnership with the client by ensuring collaboration and setting concrete next steps.



Client Needs:

C: "How do you currently manage client relationships and stay engaged with prospects?"

A: "What obstacles do you face in retaining clients or attracting new ones?"

A: "Can you share how these challenges have affected your sales process?"

Marketing Efforts:

C: "What marketing strategies do you use to attract leads?"

A: "Are there areas where you feel your marketing could be more impactful?"

A: "What results have you seen from your current efforts?"

Performance and Tracking:

C: "How do you measure the success of your sales campaigns?"

A: "Which metrics do you prioritize when evaluating campaign effectiveness?"

Brand Positioning:

C: "What sets your brand apart from competitors in your market?"

A: "Why do you think some prospects hesitate to choose your solution over others?"

A: "What strategies are you using to strengthen your brand's presence?"

Team Building and Retention:

C: "How are you attracting new team members to support your business?"

A: "What steps are you taking to ensure retention and job satisfaction within your team?"

- A: "How do you stay engaged with your team to ensure their ongoing motivation?"

How to ask the right questions

Skill	Examples
Tee Up the Question(s) 	"Can you walk me through your process for managing prospects?" "What's been the most effective method you've used to reach your audience?"
Dig Deeper 	"You mentioned marketing challenges; could you explain how that impacts your sales cycle?" "It seems like the customer acquisition process takes time. What has worked to shorten that timeframe?"
Summarize Their Response 	"So, you're saying that reaching your target customers is difficult due to competition, correct?" "From what I understand, you're struggling with team retention and looking for better ways to support your staff?"

Notes:
