

# TRAINING IN A BOX

Acumen in Action



## LESSON #7: PEOPLE – EXTERNAL CUSTOMERS

Learn to meet and exceed your customers' expectations by anticipating their needs.

### ANSWER THE FOLLOWING QUESTIONS AS A TEAM:

1. Did Henry Ford's customers really want a faster horse?
2. Who are our customers? (Remember: Your customers could be internal to your organization.)
3. What are our customers asking for?
4. Why are our customers asking for this?
5. How can we do a better job at meeting and even exceeding our customer's needs?

### QUEST:

Envision your company in 5 years. How could you see your company – and role – evolve in the changing market? Discuss with your coworkers ways you could be prepared.