



# WHAT CUSTOMERS CRAVE?

## Win the battle for your customer's time and money

INSPIRATIONAL SPEECH FOR LARGE AUDIENCES BY SZYMON KUDŁA

An inspirational meeting based on Szymon's third book and the assumption that customers love to buy, but they hate being faced with aggressive selling. Despite long years of shaping the customer experience, the ties between salespeople and their clients still are weak and superficial. Therefore, instead of acquiring new sales techniques or manipulation tricks, we should reprogram the general attitudes of customer service consultants and sales representatives. It is time to reinforce natural bonds between the consultant and the client, based on curiosity, passion, partnership, and valuable insights.

**Perfect for:** all people working with clients, looking for fresh inspiration to strengthen and monetize their relationship.

- Let your customers **KNOW ABOUT YOU:** Build your own unique brand. Everything is going to be **BETTER** with you!
- Make them **BUY FROM YOU:** Take a deep dive into the fascinating world you operate in; be a passionate, essential partner for your client.
- Make them **SATISFIED:** The phrase "Absolutely, Positively, Anytime" highlights the importance of work ethic, reliability, and real support.
- Make them **STAY WITH YOU:** One-on-one relationships will be not enough; the concept of a reverse bowtie is needed.
- Make them **BUY MORE:** Do not fill a bathtub with the stopper pulled out. Make the most of farming before you hunt.
- Make them **RECOMMEND YOU TO OTHER CLIENTS:** Give your clients a clear, memorable reason to share their positive stories about you with their families, colleagues, or friends.



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**MORE DETAILS (INCL. OTHER TOPICS, BIO AND CREDENTIALS) AT [SZYMONKUDLA.PL](http://SZYMONKUDLA.PL)**