

## Needs Identification

To identify your customers' needs, indicate below what customers might say or do to signal that they have a need that requires your attention.

<b><i>What a Customer Might Say or Do to Signal a Need</i></b>	<b><i>Message</i></b>
_____	<i>I need to feel welcome.</i>
_____	<i>I need to be understood.</i>
_____	<i>I need to feel comfortable.</i>
_____	<i>I need to be appreciated.</i>
_____	<i>I need to feel important.</i>
_____	<i>I need to be respected.</i>