***Facilitator Instructions:***

***Handouts are useful for sharing key concepts with your participants.***

***They can also provide opportunities for participants to practice using new skills and apply their learnings.***

***Handout recommendations:***

* ***Provide clear, concise instructions***
* ***Provide sufficient white space for notes***
* ***Include the LearnSphere logo (can also add your own)***
* ***Use LearnSphere font when possible (Lato)***
* ***Include workshop title (in the footer or elsewhere)***
* ***Use handout numbers if you have multiple handouts***
* ***Use page numbers if you have multiple-page handouts***

**------------------**

***The following samples demonstrate application of the recommendations outlined above.***

**Handout #**

**Consumer and Customer Needs**

Too often businesses are focused on making products, and they lose sight of meeting and exceeding consumer and customer needs. List 2 initiatives in your business this year that will ensure you build your relationships.

Initiatives to improve the ability of your business to meet/exceed **consumer needs**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Initiatives to improve the ability of your business to meet/exceed **customer needs**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Initiatives to improve the ability of your business to meet/exceed needs that are **common to consumers and customers.**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Handout #**

**Communicate with Your Target Consumer**

List the 5 most effective and important methods of communicating with your consumers. Remember to reflect on the profile of your consumer to ensure you select the best methods for these people as you have defined them.

|  |  |
| --- | --- |
| Method of communication | Why it is right for your product |
|  |  |
|  |  |
|  |  |
|  |  |