HAKKASAN X GROUP

"Conversations about the weather are the last refuge of the unimaginative."

Active Listening	PERSONALIZAT	TON & CUSTOMIZATION
	A Feeling of Being Known	
Customization		
	"Connecting is one of the most impor out, people do b	rtant business and life skills you ever learn. Why? Because, flat business with people they know and like." – Keith Ferrazzi, Author
	Names	
Expertise and Knowledge		
"If you can't explain it simply enough, you do not know it well enough." – Albert Einstein	"The fundamental act of calling o establishing a si	ther people by their name puts you solidly on course to incere relationship with that person." – Dale Carnegie
My commitment	Great Conversation Topics	Conversation Pot Holes
"Get closer than ever to your customers. So close, in fact, that you tell them what they need well		

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OBSERVATION:		
"Questions are the spark	plug of convers	sations "
Questions are the spark	plug of correct	– Nicholas Boothman, Author
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NEEDS:
EFFECT:
PRACTICE SCENARIO: A man is responsible for hosting the bachelor party for his best friend. There will be a total of 5 guys in the group. They want to establish a base for the night. Use the ONE Strategy to establish
questions so you can customize a recommendation for this customer?