Art, Life & Entrepreneurship 2

Session 3: Meet the customer
Today’s content

• Guru meeting wrap-up
• Revisit your processes
• Meet the customer
Gurus galore

• Share your insights
Update your Offering
Journey Board

Draw the important steps of your customer’s journey.

Identify essential stakeholders including yourself and write down the actions under every relevant picture.

Draw € symbol if the action is billable.

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<th>Questions/Obstacles</th>
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<td>What is currently preventing you from making the image real?</td>
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Customer meeting
Negotiation practice

• Starting point: You have suggested a meeting
  • You control the flow of the meeting
• The teachers are whoever you tell us to be!
• Goal: What do you want to achieve?
• Negotiation for about 10-15 minutes
• Discussion
Meetings

• Håkan
  • Yuzu
  • Dilek
  • HannaKaisa

• Sonja :
  • Owein
  • Carolina

• Johannes
  • Johannes
  • Antero
Final submission

• 5 minutes presentation about yourself and you offering
  • Minimum 3 minutes
  • Make sure the first 30 seconds are “golden”
• Present your entrepreneurial story (past, present and future)
• Demonstrate your product/s
• Slides optional, however recommended
• Delivered as a VIDEO
• Main use of video: present yourself on your online site
• Choose video format to match your site!
Plan a next step in search of a new paying customer

Who will you contact next?

Finalize your contact e-mail/phonecall script

What happens after the meeting? (if all goes well)

Upload to your Miroboard