

The customer journey: checklist

- Making a connection with your 50+ customer
- Establishing mutual trust and respect
- Explaining personal information obtained will be treated as confidential
- Getting your customer to open up to you
- Recognising their strengths and saleable/transferable skills
- Helping them identify barriers and challenges
- Identifying how susceptible they are to change
- Setting realistic aspirations and goals
- Establishing how much help they are going to need
- Helping your customer cope with change
- Implementing strategies for tackling or addressing challenges
- Reinforcing positive attitudes and behaviour
- Encouraging them to be open to new ideas and methods
- Gaining their commitment to working towards a job goal
- Dealing positively with any setbacks or concerns
- Helping them stay focused on achieving their aspiration and goals