



So What?



Each of us has a unique personality. Think about your best friend—how is his/her personality different from yours? How do these differences affect your friendship? How do you and your friend interact? How do you and your friend influence each other?

People surround us every day—at home, at school, at work. We learn to adjust to these differences and to treat people accordingly. Successful salespeople do this as well. They carefully identify each customer's personality type and use the appropriate sales techniques to satisfy the customer and make the sale.

Objectives:

- A** Identify types of customer personalities.
- B** Address different types of customer personalities.

Just My Type

As a salesperson, your customers are very important to your success. They are important not only now, for their current purchases, but also for the ones that they make in the future as repeat customers. Each time they buy, it's as if they're casting a vote for you and your business. To win their votes, you must be able to deal with them effectively to satisfy their needs and wants.



Customers expect quality and service at a fair price. They communicate their satisfaction to others, and this communication is multiplied further as it's passed on to more and more people. If it's positive, this "word-of-mouth" communication can be invaluable to both you and your business. If it's negative, you may lose business.

Specific buying decisions are influenced by a customer's **personality**, the combination of his/her distinctive traits or qualities. Customers have unique personalities. Consider the following facts:

- Customers' personalities contain combinations of good and bad traits. For example, a customer may be very pleasant and friendly, but he is also impatient and doesn't want to listen to the instructions about how to set up his new stereo system. Keep in mind also that customers' moods may change depending on the salesperson's actions. A customer may be in a poor mood when first meeting a salesperson, but the salesperson's friendliness and consideration may help lift his/her spirits.



Fact finder. Customers who are fact finders are looking for information about products. As a salesperson, you are challenged to know your products inside and out so you can answer all their questions. Fact finders like to see variety and often comparison shop. For example, a fact finder might ask you to explain the differences between an iPod and a Zune digital media player.



Practical or frugal. Practical or frugal customers are very cautious with their money and want the best possible value for every dollar they spend. They usually like the simple, uncluttered life and dislike experimenting with new products. A practical customer might ask, "Are you sure this muffler is guaranteed for the life of my car? I want to make sure I'm getting my money's worth."

Informed. Informed customers have done their research on products beforehand and are confident about their choices before they even come in contact with salespeople. They spend for quality because they want the best. Informed customers are often trendsetters among their families, friends, and coworkers. Let's say you work at the Audi dealership and today is the first day the new year's models are in. A customer comes in ready to test drive and purchase one of the new cars. *That* is an informed customer!

Difficult. Difficult customers can appear in many shapes and forms. They may be disagreeable, dishonest, domineering or superior, slow or methodical, or suspicious. Although most of the customers you deal with in your sales job won't be difficult, the ones who are can sure cause a lot of headaches! Picture an angry customer demanding his/her money back or demanding to see your manager. You'll definitely need to know how to address this customer's individual needs.



"This cell phone is a piece of junk. The display is dim, and the sound quality is bad. Are you going to give me my money back and a free new phone, or do I have to talk to your manager?"

The Gray Zone



Some customers are impulsive, making quick decisions about their purchases. If a salesperson feels that a customer is about to make a purchase, should the salesperson spend more time on the sale or should the salesperson say something to the customer, or should the salesperson keep quiet, serve the customer efficiently, and make the sale?

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