



JEFF HAVENS

IDENTIFYING CUSTOMER TYPES

VIDEO SERIES QUIZ

QUIZ TIME!

EPISODE 1

THE FOUR MAIN TYPES OF CUSTOMERS

1) Which of the following is NOT a customer type mentioned in this video?

- a. Hands-off customers
- b. Relationship customers
- c. Easygoing customers

2) Why is customer identification an important skill to have?

- a. Because you can't make sales if you don't know who you're dealing with.
- b. Because customers generally don't come right out and tell you what their main motivations are.
- c. Because your boss thinks it is.

3) If you can identify the type of customer you're dealing with, you will know _____.

- a. The main motivation driving their current interaction with you.
- b. Everything there is to know about them.
- c. How they will behave in every situation.

EPISODE 2

VALUE SHOPPERS

1) Value shoppers are motivated primarily by _____.

- a. Superior service.
- b. The lowest price.
- c. The best value, which may or may not be the lowest price.

2) You can generally identify a value shopper because he/she will express interest in which of the following?

- a. Only your cheapest product or service.
- b. Your personal life.
- c. Discounts, rebates, bargains, and a willingness to shop around.

3) What is the difference between dealing with a new value shopper and one that has been a customer of yours for some time?

- a. Nothing. In both cases you should concentrate on convincing them that they are getting a great deal.
- b. New customers need to be given steep discounts, while your existing value shoppers can be soothed with minimal markdowns.
- c. New customers should be directed to less expensive products/ services, while existing value shoppers should not.

EPISODE 3

RELATIONSHIP SHOPPERS

1) Relationship shoppers are motivated primarily by _____.

- a. Easy, hassle-free interactions.
- b. Speed of service.
- c. Personal connection to the individual or company with whom they are doing business.

2) How can you turn an existing customer into a relationship shopper?

- a. By showering them with gifts until you have bought their affection.
- b. By getting to know them over the course of doing business with them.
- c. By asking them to click the 'Yes' box in your 'Would you like a relationship with me?' questionnaire.

3) When dealing with a new customer that appears to be a relationship shopper, which elements of your business should you emphasize?

- a. Your guarantee to solve every problem they might ever have.
- b. Your promise to deal with them honestly and look for the right solution for their particular problems or needs.
- c. The ease of your online portal, which empowers the customer to take care of almost everything on his/her own.

EPISODE 4

INDEPENDENT SHOPPERS

1) Independent shoppers are motivated primarily by _____.

- a. Ease of use.
- b. Lack of contracts.
- c. Money and power.

2) You can identify an independent shopper by their _____.

- a. Rakish good looks.
- b. Disinterest in engaging with you.
- c. Complete refusal to talk with you.

3) The two qualities you'll need to successfully interact with independent shoppers are _____.

- a. Patience and product knowledge.
- b. Charisma and charm.
- c. Confidence and humor.

EPISODE 5

HANDS-OFF SHOPPERS

1) Hands-off shoppers are motivated primarily by _____.

- a. Deals and discounts.
- b. Minimal effort on their part.
- c. Touch-free interfaces.

2) Hands-off shoppers generally don't do a lot of research because _____.

- a. They are lazy.
- b. They don't have access to a computer.
- c. They are counting on you to be the expert.

3) Of the following, the best way to deal with a hands-off shopper is to _____.

- a. Follow your normal process – ask questions, describe products and services, and make suggestions.
- b. Keep conversation to a minimum and avoiding touching them at all costs.
- c. Phone the authorities.

ANSWERS

EPISODE 1

THE FOUR MAIN TYPES OF CUSTOMERS

1) Which of the following is NOT a customer type mentioned in this video?

c. Easygoing customers

2) Why is customer identification an important skill to have?

b. Because customers generally don't come right out and tell you what their main motivations are.

3) If you can identify the type of customer you're dealing with, you will know _____.

a. The main motivation driving their current interaction with you.

EPISODE 2

VALUE SHOPPERS

1) Value shoppers are motivated primarily by _____.

c. The best value, which may or may not be the lowest price.

2) You can generally identify a value shopper because he/she will express interest in which of the following?

c. Discounts, rebates, bargains, and a willingness to shop around.

3) What is the difference between dealing with a new value shopper and one that has been a customer of yours for some time?

a. Nothing. In both cases you should concentrate on convincing them that they are getting a great deal.

EPISODE 3

RELATIONSHIP SHOPPERS

1) Relationship shoppers are motivated primarily by _____.

c. Personal connection to the individual or company with whom they are doing business.

2) How can you turn an existing customer into a relationship shopper?

b. By getting to know them over the course of doing business with them.

3) When dealing with a new customer that appears to be a relationship shopper, which elements of your business should you emphasize?

b. Your promise to deal with them honestly and look for the right solution for their particular problems or needs.

EPISODE 4

INDEPENDENT SHOPPERS

1) Independent shoppers are motivated primarily by _____.

a. Ease of use.

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a. Patience and product knowledge.

EPISODE 5

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