

# 10 types of customers and appropriate behavior

To be able to convince customers effectively, the salesperson must know how to identify each type of customer to have appropriate behavior.

'The customer is a god', but each god has a different personality and morphology in each exchange. Therefore, in order to be able to convince customers effectively, salespeople must know how to identify each type of customers to have appropriate behavior.

## Gullible customer type

This group of customers is very approachable, so persuading them is quite simple. You just need to be open and sincere when the item really suits them, the ability to close the sales is very high.



## Suspicious customer type

The 'gods' of this customer group always doubt the words of others, are comparative and quite conservative.

When working with this customer group, let them say everything they want to say, should not refute or argue. This gives you the opportunity to understand what they really want and to let them realize that you really are a good listener. From there, persuading them to buy will be easier.

## Type of customer hesitation

Customers in this category are often indecisive, even if they are satisfied with your product, they can give a dozen reasons not to buy.

With this type of customer, you can give the pressure to convince customers as the product sells in limited quantities or the product is out of stock . Also, if someone comes along, this person has can have a great influence on customers' purchasing decisions. So sometimes your persuasive object is not the one who makes the buying decision.



### **Customers like to bargain**

This group of customers always wants to buy goods at a cheaper price, which is like winning a race for them. To convince this customer group, you need to assert to them that they are the customers who receive the most incentives. To add success, you can show customers that they are special. You can tell the customer that, with our sister, we will deliver immediately without extra charge .

### **Customers like to show off**

People in this customer group always think that they know everything and want others to listen and praise. When meeting with customers like this, just listen to them speak with a positive attitude and give them compliments, you can easily convince them.



### **Impulsive customers**

This type of customer can make decisions quickly without having to think and calculate much if they meet the product you like. So, let's grasp their psychological stages, when their impulsive children reach the peak, convince them.

### **Meditative customer**

These customers are less talkative, attentive to the information you give. They often think with certainty and have strict selection criteria for the product they are about to buy. The professional in introducing, giving suggestions that suit the needs of customers will help you convince them to buy.

### **Technical customer**

Thorough customers will consider, analyze and ask many questions about the product before making a final decision. To convince them to buy, you need to be persistent, advice on the product.



## Customer bossy

People in this group of customers like to give orders, very 'ch?nh'. To convince these customers you need, you need to be a little more humble and enthusiastic support when asked.

## Hot-tempered customers

This group of customers easily gets angry, likes to make a big deal when they are not satisfied. To satisfy hot-tempered customers, you need to have calm, listen to their feedback, do not interrupt when they are talking, always gentle in every word to reduce discomfort. their.

In short, there are hundreds of different types of customers and there is no universal formula for all customers. To convince them, you need to remember your goal is to persuade customers, help them feel happy, happy to buy products, not beat them.

1. [Infographic] 9 bad habits in the first 10 minutes of the working day
2. Jack Ma: Never sell to relatives and relatives

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