# No Two Customers are Alike

* + Why are there so many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ kinds of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ formats?
    - * There are different kinds of retail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the various types of customers will help you to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your customer better in your job as a Sales \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + Will help you be a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sales \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# Types of Customers

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Customers
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Shopper
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ buyer
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Shopper
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Shopper
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Shopper

# Innovative Customer Characteristics

* Be the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to have the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fashion, technology or car.
* This buyer wants to be the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and be recognized as such.

# Comparison Shopper Characteristics

* Takes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ checking out products through various \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, visiting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stores, or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the internet
* Will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a product to get the best \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Takes a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ time to make a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ after they have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ all options

# Impulse Buyer Characteristics

* Makes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ decisions
* Items are usually \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Item is not a high \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to customer

# Follower Characteristics

* Will wait to see what the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ trend will be
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to try new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Buy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ brands they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ bought.

# Diverse Shopper Characteristics

* Hard to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Shops many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Recreational Shopper Characteristics

* Shops for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!
* Doesn’t look for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ merchandise
* Enjoys learning about new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* May or May not make a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Consumer Behavior: Why People Buy

* Successful retailers select a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ target market or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer
* Retailers will look to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the customer by selecting the:
  + - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / Desires
* The retailer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the Customer to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the needs of these customers.

# Understanding the Customer Needs

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - Quantifiable information such as:
  + - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ size
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Education
    - Occupation
    - Place of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Predicting Customer Needs

* + - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ about a customer will help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ predict customer \_\_\_\_\_\_\_\_\_\_\_\_\_.
    - Cue (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or Commercial)
    - Drive (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
* After a Cue or Drive the Customer will then use a 5-stage decision-making process

# Five (5) Stages of Decision Making

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Recognition
2. Information \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Evaluation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Purchase
5. Post-purchase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Recognition

* Some \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or Service may solve an identified problem or \_\_\_\_\_\_\_\_\_\_\_\_\_ need.
* Determine whether or not the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is worth solving

# Information \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which goods or services will help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the problem and
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Evaluation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Gather \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ alternatives from Criteria
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on which to Purchase

# Purchase Decision

* Best \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ based on:
  + - Location
    - Store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Service
    - Pricing

# Post-Purchase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* If they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with product and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ experience –
  + Will most likely \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the purchase
* If they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with product and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ experience –
  + Will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ alternatives and the purchase process

# Retail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Communities

* Products and Services directly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the quality of consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Needs of people \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ what they purchase as consumers
* Customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ make up what retailers must \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in order to remain competitive and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Retailers also help the community by providing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, monetary aide, social \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ programs and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ initiatives.