

Knowing the 10 Basic Types of Customers Helps A Lot!

Every shopper has at least one primary “filter” through which they view their shopping “priorities.” Understanding this, and what those primary filters are that drive their thinking while shopping, will help you to assist them a lot better!

1. **The aesthetic:** These shoppers are “visuals” that are basing everything on the appearance of the furniture. They often walk down the middle of the aisle, stopping often, to take time to simply evaluate “just” the aesthetic appeal.

2. **The comfort customer:** This individual is the opposite of the shopper just mentioned. This person is very easy to spot as they routinely and quickly go from one piece to another, sitting in it. They often say, “I don’t care what it looks like, I just want it to be comfortable!”

3. **The budget shopper:** When they come in, you’ll hear them say things like, “I need a sofa, and I don’t want to go over \$400.” The limited dollar amount is what’s driving their thinking.

4. **The very high-end customer:** This is the exact opposite of customer #3. Price is no object. What drives their thinking often has to do with status, and they desire the aura of “prestige” furniture, to look at daily, and to “showcase” to their friends.

5. **The Value individual:** When dealing with these kind of shoppers they aren’t real picky about whether they end up with set A,B, or C. They just want the best value, the one that will give them the” biggest bang for their buck!”

6. **The affordability shopper:** It isn’t the value or even the price that’s very important to this consumer. It’s all about the monthly payment. If offered a really good discount, versus a longer term with lower monthly payments, they will always take the lower payments!

7. **The quality customer:** It is easy to know who these folks are. They’ll usually tell you upfront, “I need something that’s going to last. I don’t want to have to buy another set again!”

8. The **decorator** type: This person is somewhat different than the aesthetic customer, who may or may not desire a “decorator look.” You will spot these individuals very easily because they will always be bringing pillows, throws, and other accessories over to the furniture they are considering.

9. The “**family**” buyer: This individual never makes a decision based on their own desires, but rather how it suits the family, and how much the family will like it. Most often, part, or all of the family will come into the store to help make the final decision.

10. The “**justifier**”: This kind of shopper is not one that comes in frequently, but you will come in contact with them once in a while. Their shopping experience consists mainly of intense questions directed at you, often from the very beginning, “Why should I buy this brand?” “Why should I buy from your store?” “Why should I buy from you?” Their priority, or overriding concern, is making sure that they are in the “**right place**” from the very beginning!

Some Parting Thoughts!

Now that you are aware of these basic types of customers, and what their primary concern is initially, it can guide you in the selling process. A large part of successful selling is “reading” your customers correctly. When you do, the insights and advice you then provide will be more meaningful, helpful, and productive. It would be a mistake, for example to keep offering lower price to the “affordability” customer. It would also be fruitless to key in on construction quality to the “aesthetic,” or talk decorating to the “comfort” shopper.

It is true that sometimes customers will have additional concerns, once their major priority has been addressed, however that is not always the case. So never lose sight of their primary “filter!”

Now that you know how to really “talk the customer’s game,” you will see your sales automatically jump to the Next Level!

Happy Selling!

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