

1. Targeting external customers



To be clear, an external customer is a person who is not directly connected to your organization other than by purchasing your product or service. This customer could be a one-time purchaser or a person your work with long-term, providing add-ons or customization options.

2. Targeting discount customers

**BED BATH &
BEYOND**

CONNECT
WITH US!

Receive Catalogs in your mailbox!

Get coupons and offers.
Get solutions and inspiration.

Receive Direct Mail coupons and promotions from
Bed Bath & Beyond and its subsidiaries. First-time subscribers
get a 20% off one item in-store coupon.

First Name *

Last Name *



INTERNATIONAL CUSTOMERS

click here to sign up for email

**20%
OFF**

ONE SINGLE ITEM IN-STORE

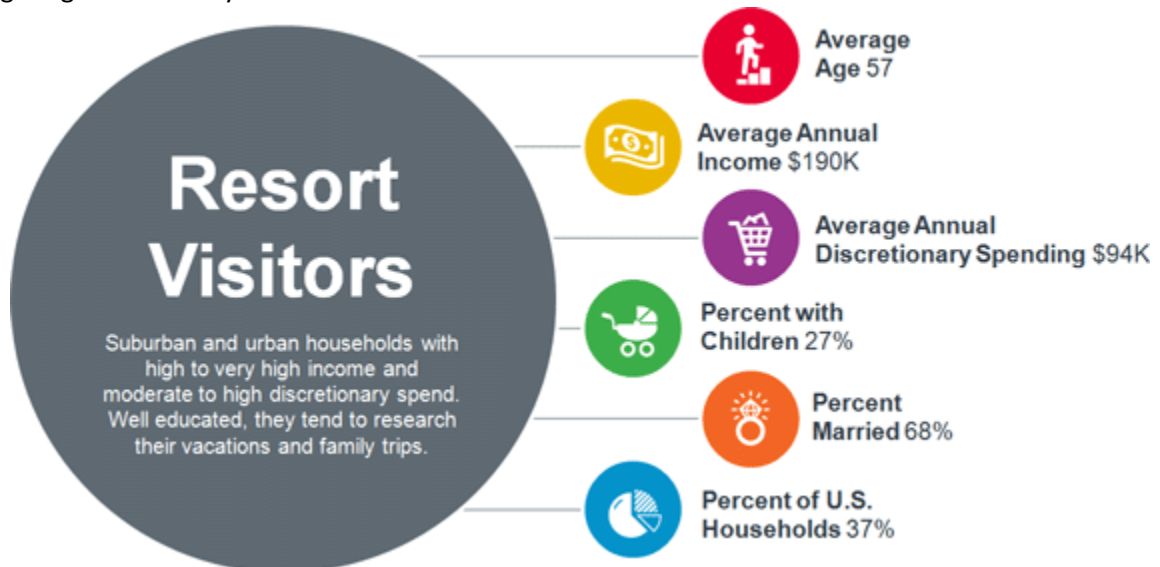
SOME EXCEPTIONS APPLY

Discount Customers- Discount customers are also frequent visitors but they are only a part of business when offered with discounts on regular products and brands or they buy only low cost products. More is the discount the more they tend towards buying.

Consumer discretionary is the term given to goods and services that are considered non-essential by consumers, but desirable if their available income is sufficient to purchase them.

Consumer discretionary goods include durable goods, apparel, entertainment and leisure, and automobiles.

3. Targeting discretionary customers



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4. Targeting need-based customers\

Personalize your customer segments using...



Weather &
Season



City &
Location



Current &
Past
Browsing



Current &
Past
Searches



Purchase
Behavior



Cart
Contents



Age &
Gender



Time Habits



Likes &
Dislikes



Email
Campaigns



AdWords
Campaign



Visitor's
Device

Need Based Customers- These customers are product specific and only tend to buy items only to which they are habitual or have a specific need for them. ... They investigate features of most prominent products in the market but do not buy any of those or show least interest in buying.

5. Targeting seasonal customers



How to Turn Seasonal Shoppers Into Year-Long Customers

The Gift That Keeps On Giving: Focus On Data Collection and Email. ...

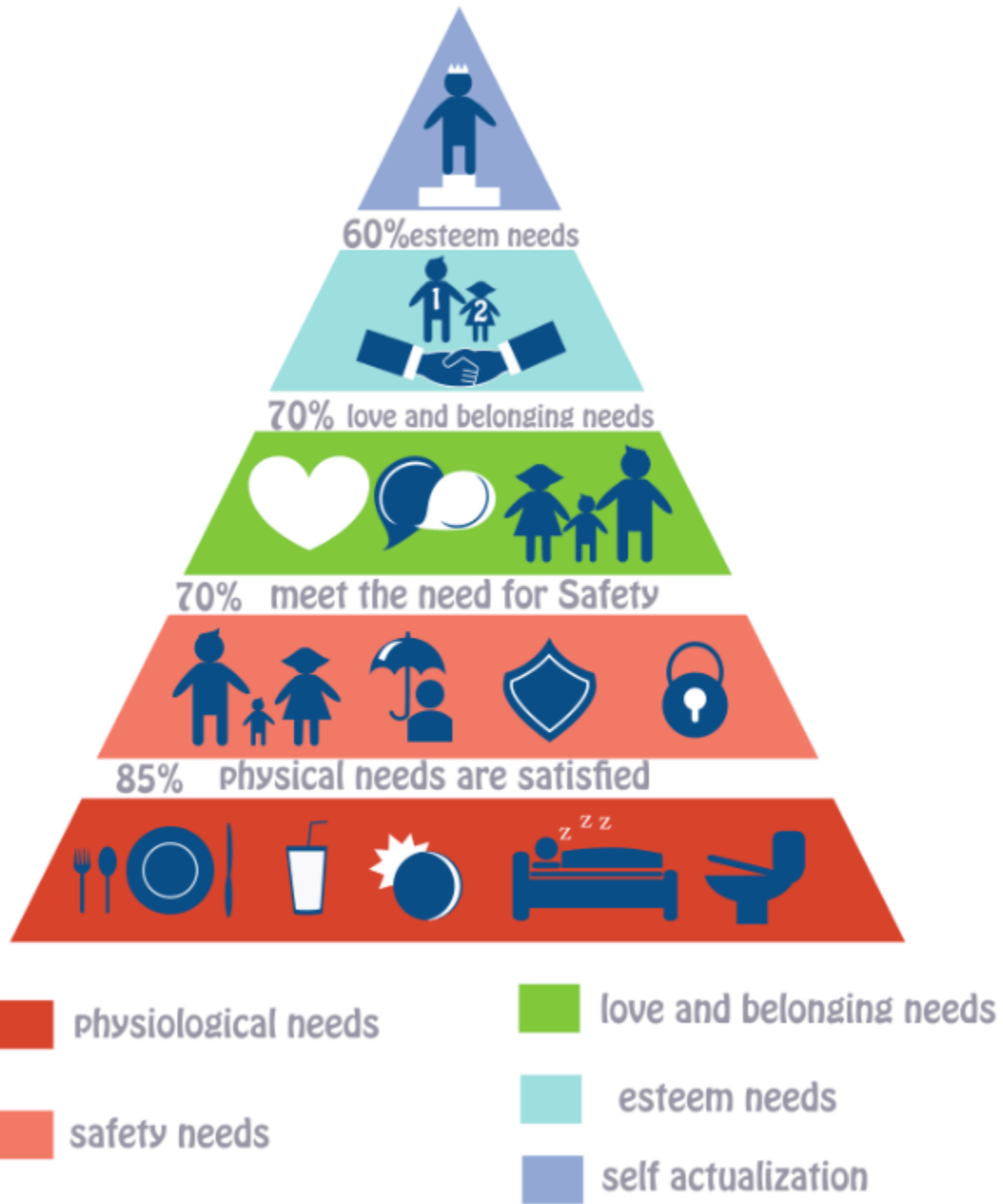
The Miracle on 34th Street Concept: Offer Superior Customer Service. ...

More Than Reindeer Games: Nurture Your Social Media Connections. ...

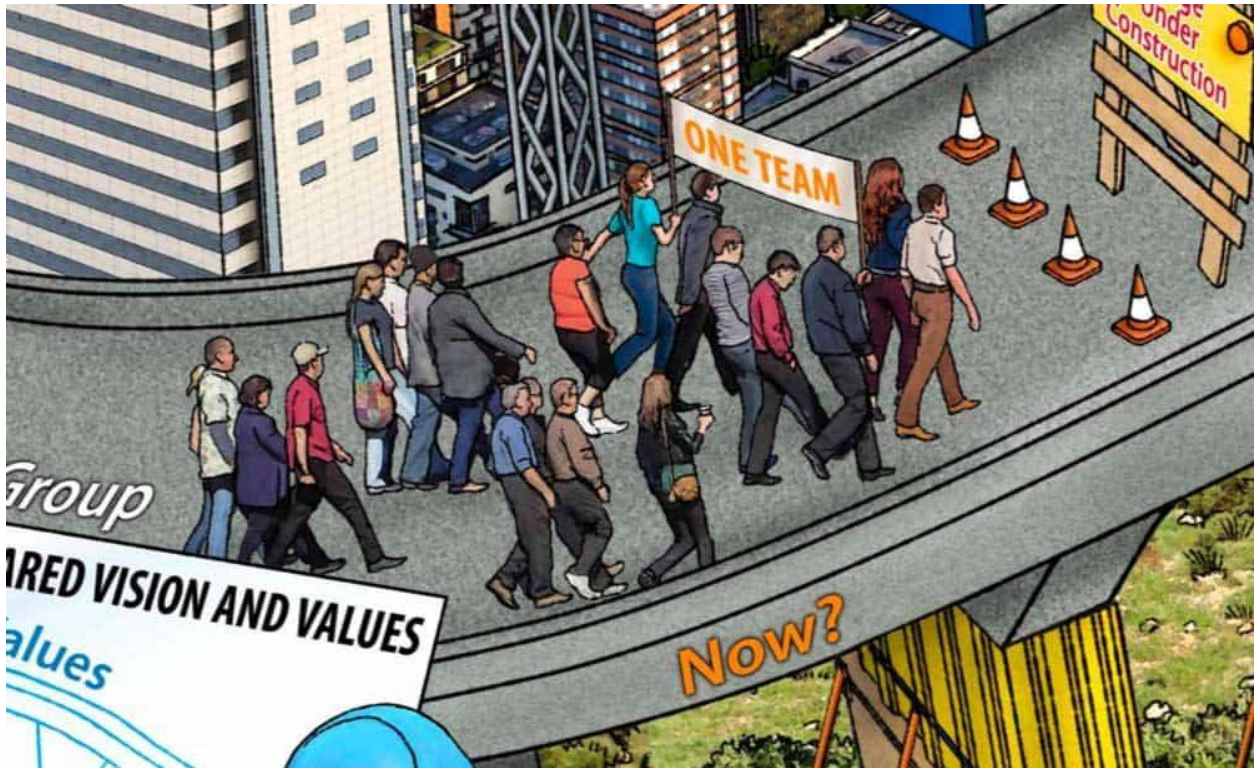
Lead the Sleigh: Don't Overlook Your Existing Customers. ...

Auld Lang Syne: Reinforce Your Connections Early in the New Year.

6. Using safety as level of need



Safety and security needs are about keeping us safe from harm. These needs include shelter, job security, health, and safe environments. If a person does not feel safe in an environment, they will seek to find safety before they attempt to meet any higher level needs.



Psychologists can these needs "love and belonging needs" and recognize that meeting them is one of the keys to better mental health.

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The most common ways people meet these needs are through:

Friendships.

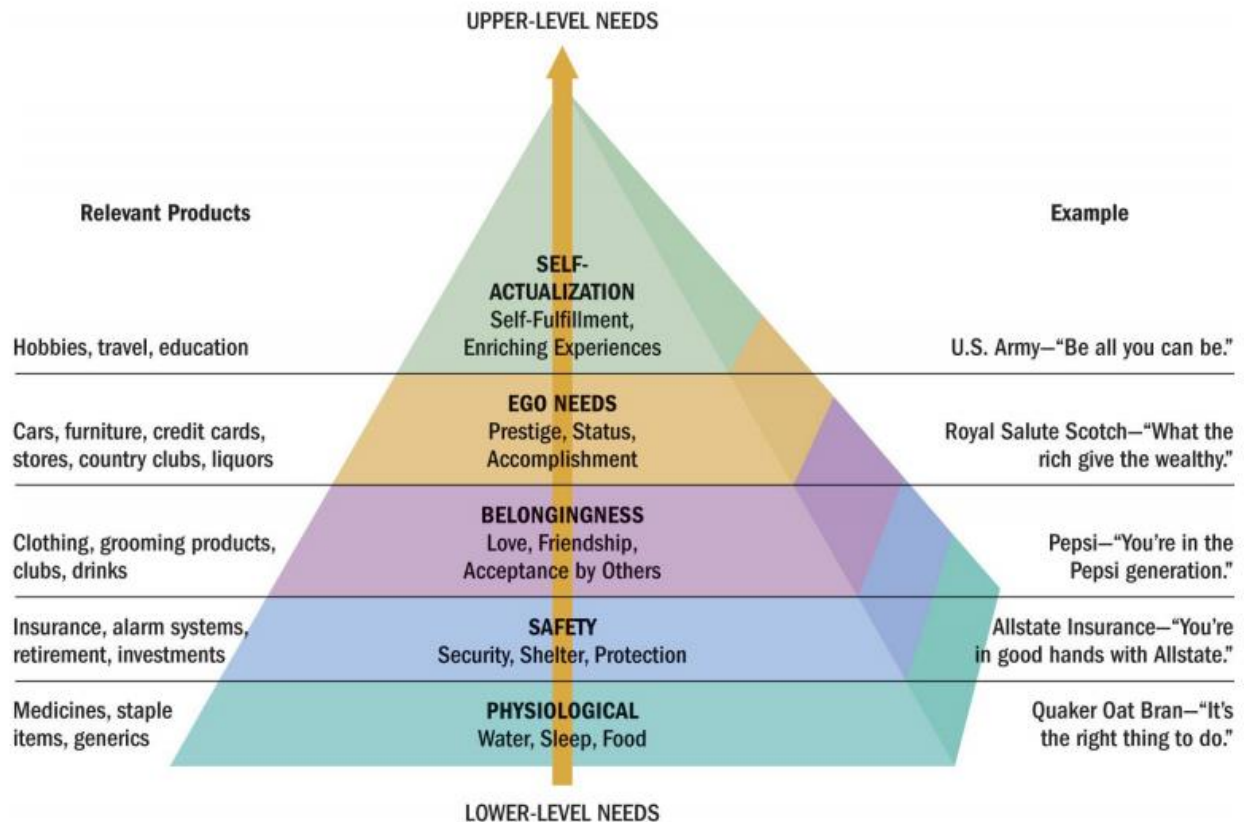
Family time.

Social activities.

Romantic relationships.

Community activities, projects, and events.

8. Using Ego as level of need



1. Low-ego salespeople interpret your questions as criticisms.

Because salespeople with low egos are on edge, they can often feel cornered when they're not. In an effort to anticipate any objections they're likely to face, they pounce quickly, even when it's not really an objection. This is the result of their training going haywire, and only a salesperson with high ego knows how to relax and hear a prospect out without jumping to conclusions.

Scenario 1: Low Ego

Prospect: How much does your solution cost?

Salesperson: Look, I know that our competitors probably told you that we're more expensive, but I want you to know that they're misleading you. We're totally affordable.

Prospect: Okay...so how much is it?

Scenario 2: Healthy Ego

Prospect: How much does your solution cost?

Salesperson: That's a great question. Is price a large factor in your evaluation?

Prospect: No, I was just looking to get a ballpark.

Salesperson: Great, it's \$X amount.

2. Low-ego salespeople never give you a straight answer.

Salespeople are always looking to guide their prospects down a purchase path, but those with low egos often try to find shortcuts to get them there. The worst offense is when you receive a valid concern that needs an answer, either a yes or a no, and you don't give them a direct one. It's frustrating for your prospects and ruins your credibility. High-ego salespeople realize that there needs to be a mutual fit for them to get a sale.

Scenario 1: Low Ego

Prospect: But isn't it true that your system doesn't do X?

Salesperson: Our solution is totally comprehensive, so that's not something that you'll ever have to worry about with us.

Prospect:

Scenario 2: Healthy Ego

Prospect: But isn't it true that your system doesn't do X?

Salesperson: Good catch, that's true. Is that critical to your evaluation?

Prospect: Not to me, but to my boss, yes.

Salesperson: Well, I'll be honest with you. It's not a native feature, but we do have technology partners who do that and are well integrated with our platform.

Prospect: Okay, I'm sure that's fine.

3. Low-ego salespeople over-use industry lingo to the point of being incomprehensible.

They pack their answers with so many buzzwords that it obscures the true meaning. This is sometimes referred to as corporate-speak or "corpuspeak." These types of salespeople are so worried that they won't hit the right series of buzzwords that they end up trying them all. But confident salespeople know that bombarding clients with buzzwords makes them harder to understand, so they choose to speak in terms that are easy to digest.

Scenario 1: Low Ego

Prospect: Does this solution solve my problem?

Salesperson: Absolutely, because it's the most seamless social widget packed with innovative collaboration aspects married with intuitive social trends analytics. No fire-drills necessary.

Scenario 2: Healthy Ego

Prospect: Does this solution solve my problem?

Salesperson: It does. You mentioned that your main objective is to drive more revenue, and our solution drives more quality leads to the salespeople, which results in 24-30% more revenue.

Is this starting to make sense now? The main idea here is that when salespeople aren't confident, they go through a lot of extra motions that waste time. They're also prone to seeing any concerns that are

raised as a win-lose scenario, not a win-win, so they'll engage in dishonest behavior and stray from answering a question directly. When they have a healthy ego, that fear of rejection melts away, and they're able to be authentic and provide a far superior customer experience. So, if you're looking to improve the buyer's experience and close more deals, what do you need? More ego.

Let's get to the heart of this: how does a salesperson develop more ego? What's the secret recipe?

It's a combination of all of these things:

They have confidence. Salespeople are confident when they have the tools, resources, and knowledge they need and when management believes in them and they believe in their mission. Doubts in any of these areas can quickly cripple their confidence.

They work in a strong sales culture. Salespeople need to be in a collaborative, supportive environment that picks them back up when they're down.

They're rested and ready. Frazzled salespeople have low egos because they're physically worn out. Don't let this happen to you or your team.

They're immunized against sales "rejection flu". Getting over the fear of rejection is a big component of building up a salesperson's ego. They need to learn how to overcome it.

They have a well-defined process to follow. Salespeople with low egos are typically nervous and lack a sense of how to close a deal. If you're in the software industry, take a look at the 7 Steps for SaaS Sales Success infographic or come up with your own version to share with the team.

They focus on earning trust. Low ego salespeople are trying to slam-and-cram deals because they don't believe in the intrinsic value of their product or their own self-worth. Focus on first earning prospect's trust and everything that follows will be much easier.

They empathize with the customer. Have your salespeople shadow calls and think of themselves as customers so that they can see what good and bad sales calls sound like. If they put themselves in the customer's shoes, they'll have more confidence about the type of rep that they want to be.

Salespeople thrive in a solid sales environment that supports them, encourages them to do the right thing, and trusts them to be the face of the company. When these factors come together, it boosts their ego and improves the sales process and customer experience dramatically.

9. Using the cool factor



3 Tips for Bringing the Cool Factor to Your Marketing

Be authentic. Show your funny side. ...

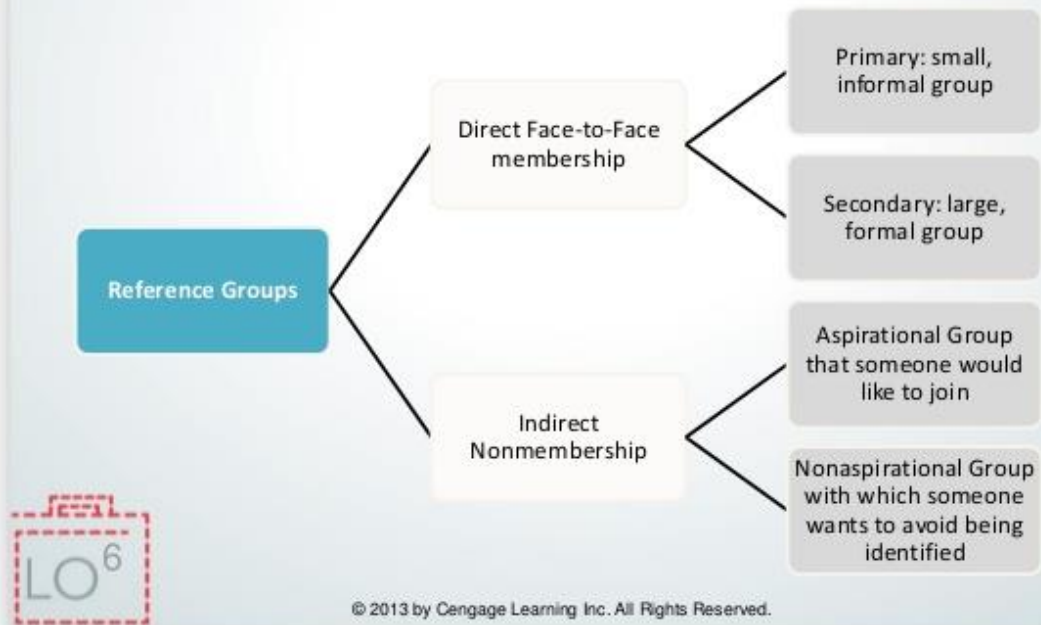
Create VIP access for your most loyal fans. We are living in a time when more and more people want to interact and connect with the things they love, and of course there are multiple channels for them to do. ...

Challenge the status quo. Take action.

10. Making reference to a reference group

Exhibit 6.5

Types of Reference Groups



44

A reference group includes individuals or groups that influence our opinions, beliefs, attitudes and behaviors. They often serve as our role models and inspiration. Marketers view reference groups as important because they influence how consumers interpret information and make purchasing decisions.