

How to Read your Customer's Mind?

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Suppose a customer walks into a Big Bazaar store where this mega sale is going on..."Sabse sasta 3 Din". You are one of the salesman in the men's formal wear section and you have been given a target of selling 10 suits in a day (Mind you, selling 10 suits in a day is really challenging!). Now when a customer comes into your section what will be your approach? You may be telling him or her all kinds of blah blah...like sabse sasta 3 din offer, best quality fabric, branded suit etc. May be he will try it ...but let me tell you he will not buy it...and that happens in 95% of the cases. Now the underlying question is how to read your customer minds?

Before reading the customer's mind, the most important step is identifying your customer. You have to create the need for him. Assume you are the salesman and a customer approaches you, you must first see whether he is genuinely interested in the suit or not, read his body language, gestures and see whether he is willing to purchase the suit, whether he thinks he is getting value for money or not.

Would you be surprised if I told you that the salesman sold 12 suits in a day and it was me? I worked for 3 days as a salesman to get the insight into the customer mind and know their preferences. I got an opportunity from my college to be a part of this Maha Sale.

5 simple steps to read your customer Minds:-

WIN CUSTOMER HEART:-

The most important step in reading your customer's mind is to win their heart. When I say win the customer's heart I do not mean make him or her fall for you, what I mean is win their trust. Show that what you are offering adds value to them. It is easier said than done. Now there is no hard and fast rule that it will work on every customer. What works on one may not be applicable to others. So convincing them will be the key factor in winning a customer's heart.

Make your Customer Talk:-

The data collected by marketing agencies from different sources states that making your customer talk acts as an ice breaker. Half of your problem is solved there itself. Know their taste and preferences, liking, what factors are restricting them from purchasing the given items and all these can only be eliminated by making them talk.

Perform a thorough Product Demonstration (whenever possible):-

It has been observed that some customers did not like a product when they were kept in their packaging or in the showcase but when they actually tried it or touched it and experienced it through their senses, it resulted in them buying in most cases. The simplest example is that of deodorants. Most of the people think that the brand they use is much better and other brands are not worth purchasing, but when you show them the tester, they actually like it and in most cases purchase it. So performing a demonstration of the product is also important aspects of reading customer minds.

Reading Body Languages, Gestures & Movements:-

The gestures and movements will talk about the customer attributes, whether they are really interested in a product or not. Suppose a lady approaches the handbag section in a mall where there are lots of brand like Baggot, Lavie, Gucci etc. are kept. She will ask about the quality, price, leather etc. and many other questions. Yet only 5% of those who walk into the store will buy after asking so many questions. So observing the body language, gesture and movements will tell you a lot about customer buying behaviour.

Getting the customer to say Yes (as often as possible):-

Asking the right questions is another art which a salesmen has to master. If a customer says yes it does not mean the sale actually take place but it gives a positive flow to the conversation between the two parties and the buyer will be in a positive mind set. For example, an electrical appliance sales person will not ask his customer what price of iron box you would like to buy if he came to purchase an iron box. Instead it can be rephrased in a different way and if a particular brand of iron is not available it can put an end to the purchase long before you have a chance to close the sale. Instead a good salesmen will say that another brand has possibly longer warranty period and say that it has higher wattage than the previous one, etc. This isn't a yes or no question but it will make the person think about the type of product being demonstrated.

Also they can use phrases like isn't it good value for money? The more often a customer say yes during the presentation, the more likely the salesman has a chance of closing the deal.

Conclusion:

In today's world where the technology and e-commerce has shifted the power in consumer hands, it's very difficult to delight your customers and then convert them into buyers. Be it

brick and mortar sales or online sales the customer has become more knowledgeable, intelligent and a lots of variety has opened challenges in both markets. Now the real challenge is retaining your customer. This is the need of the hour. For that to happen we have to be the brightest star among millions of stars in the sky. We have to think of having the one differentiating factor which other competitors do not. Also we have to add value to the customer and they will surely come back to. We must try to create a curiosity in the customer's mind that they start asking questions like how it is the best thing for me.

“Above all make the bond and eventually you will become a Brand”

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