

Die 10 häufigsten Kundentypen

Ottmar Kuball*



Der Feilscher



Der Besserwisser



Der Nörgler



Der Mißtrauische



Der Fragesteller



Der Ja-Sager

Die Palette der Kundentypen, die dem Bäderbauer täglich begegnen, ist bunt gemischt. Dieser Beitrag stellt die zehn häufigsten Kundentypen vor. Zu jedem Kundentyp gibt es praktische Tips für die individuelle Ansprache.



Der Unentschlossene



Der Eilige



Der Schwätzer



Der Schüchterne



Kundentyp 1: Der Feilscher

Diesen Kundentyp kennen Sie alle. Es gibt zwei Typen von Feilschern: Die einen sind etwas zögerlich. Sie lächeln verschmitzt und fragen dann: „Ich habe die gleiche Duschabtrennung bei Ihrer Konkurrenz um 200 DM billiger angeboten bekommen. Können Sie mir den gleichen Preis machen?“ Die anderen sind professioneller, sie sind selbstsicher, verzichten keine Miene und sind auch nicht besonders freundlich. Sie sagen knallhart, was sie von Ihnen wollen: „Ihr Modernisierungsangebot ist mir zu teuer. Geben Sie es mir zum gleichen Preis wie bei Ihrer Konkurrenz und ich kann den Auftrag an Sie vergeben.“

Tip: Wie Sie den Feilscher zu Ihrem Kunden machen (oder lieber wegschicken)

Sollten Sie keinen Verhandlungsspielraum einkalkuliert haben und sich deshalb auf dieses Spiel nicht einlassen wollen, blocken Sie ab: Lassen Sie sich die Preise der Konkurrenz anhand des Prospektes zeigen. Gewähren Sie ohne Beweismittel keinen Preisnachlaß.

Feilscher wollen den Preis mit allen Mitteln drücken und führen dabei Argumente wie „Das ist minderwertiges Material“ oder „Alles schlecht verarbeitet“ an, nur um einen billigen Preis herauszuschlagen. Lassen Sie sich nicht auf dieses Flohmarkt-Spielchen ein. Sagen Sie ganz deutlich, weshalb Ihr Preis gerechtfertigt ist. Geben Sie einem auffälligen Feilscher niemals deutlich nach. Der Preis ist in seinen Augen nämlich stets zu hoch. Nehmen Sie stattdessen Preisvergleiche vor, und sprechen Sie über die Leistungen.

Beharrt der Feilscher auf Preisminderung, sagen Sie freundlich, daß es Ihnen nicht möglich ist, Ihre Leistung günstiger abzugeben. Sagen Sie zu ihm: „Der Einkaufspreis liegt nur wenig über dem Verkaufspreis. Deshalb müssen wir unsere Kalkula-

tion aufrechterhalten. Sie verstehen das sicherlich.“ Geht er darauf ein und ändert sein Verhalten, sollten Sie am besten noch einmal die Vorzüge des Produkts ansprechen. Lassen Sie sich nicht auf weitere Diskussionen ein. Wenn er immer noch den niedrigeren Preis haben will, drücken Sie ihm Ihr Informationsmaterial in die Hand, und verabschieden Sie sich freundlich.



Kundentyp 2: Der Besserwisser

Er tritt energisch auf und ist leicht erregbar und egozentrisch. Er kommt meistens zielstrebig auf Sie zu, streckt Ihnen die Hand entgegen. Er hat einen sehr festen Händedruck und spricht Sie in der Regel mit Namen an („Ach ja, Herr Meier, Sie werden mir sicher die richtige Auskunft geben“). Er weiß über alles Bescheid und will sich dennoch von Ihnen beraten lassen. Der Besserwisser läßt Sie häufig nicht ausreden und fällt Ihnen dabei ins Wort.

* Ottmar Kuball hat sich als Trainer auf die Bäderbranche (Badevorlauf und Badgestaltung) spezialisiert. Seine Firma HotWorkOth. www.hotworkoth.com

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**Erhard Rahm,Gunter Saake,Kai-Uwe
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web 2 regresi linear berganda linear berganda ialah jenis regresi yang mengaitkan satu variabel y terhadap dua atau lebih variabel x dengan jenis data kuantitatif misalkan pengaruh jumlah camilan yang dikonsumsi terhadap tinggi dan berat badan rumus $y = a + b_1x_1 + b_2x_2$ e y variabel dependen x variabel independen a konstanta

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web aug 12 2021 berdasarkan tabel 1 dapat diuraikan persamaan regresi berganda yaitu sebagai berikut $y = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4$ e $y = 0.220 + 0.038x_1 + 0.004x_2 + 0.070x_3 + 0.097x_4$ e dari persamaan regresi linear berganda di atas dapat dijelaskan sebagai berikut nilai konstanta a memiliki nilai positif sebesar 0.220