1. What are different types of customer personalities? Explain with Examples.

   Ans: Types of Customer personalities are -
   1. the Analytical
   People who possess this personality look for facts and figures in a sales presentation. In a post written by Hub Spot’s Leslie Ye, she explains that people with this personality type do advanced on the business contact prior to the initial interaction. Analytics prefer to have deeper knowledge about the subject before getting convinced on a particular matter. They verify each information and focus more on the brand’s features to make sure of its quality and efficiency.
   These customers use most of their logical thinking rather than their emotional side when it comes to making decisions.
   2. The Amiable
   The Amiable are respectful, sociable, and trustworthy. They’re good at listening to and forming relationships with others. Unlike analytical thinkers, amiable people care more about building rapport and establishing trust with other professionals. They’re more interested in conducting business transactions with people who meet their buying expectations. Their decision relies on how the company manages to value their interest in relationship-building.
   3. The Expressive
   People with the expressive personality use most of their creative side to voice out their opinions on a particular topic. When presented with facts, they’d prefer to share their own perspective rather than ask for additional information. However, they know how to show respect others as much as they want them to be respected. Similar to those with an amiable personality, they give importance to relationships. They value the welfare of the people who can be affected by their choices.
   4. The Driver
   People with this personality are mostly self-centered and opinionated. They find pleasure in manipulating a pitch that identifies them as reasonable and authoritative. According to speaking expert Rick Segel, drivers expect each information to be delivered in the quickest way possible because they’re goal-oriented. They’re commanding in nature and motivated to achieve their objectives. They want immediate answers and solutions. They also value competence as much as they value expertise and preparation.

2. Why should companies listen to their customers? Explain with Examples.

   Ans: Companies listen to their customers because
   1. Customers know what they want and need
   You can't second-guess what a customer wants. The only way to find out is by speaking to them. If you want customers to buy your product - and keep buying them - then you need to keep finding out what they want and need. If you keep this in mind, your business can only grow - in both knowledge and service.
   2. Customers have the buying power
   If you want to alienate customers don't listen to them - it's as simple as that. If you want customers to spend their money on your product or service, find out what they want. Customers are the key to success - they're the ones with the money and they will show you whether they like your product by voting with their money - taking it to you or taking it elsewhere. If you need help growing your customer base, try using a specialist site like Hello Print. Websites like these are able to help with print advertising so you can quickly and easily generate brochures, flyers, and leaflets.
   3. Listening to customers will grow your business
   No business wants to stagnate, or - worse - get smaller. Businesses need to grow if they are going to continue to be successful. Listen to your customers - hold focus sessions, feedback forms, conduct surveys, and they will give you the answers you need to grow your business. They will feel valued and they will come back for more.
   4. Customer feedback helps you improve
   It doesn't cost much to get customer feedback, and it's always going to be beneficial to your business. Feedback should be acted on and acknowledged - it makes your customers feel that they are appreciated and valued.
   5. If you don't listen, customers will go elsewhere
   You want your customers to keep coming back so make sure you listen to them, if there's a problem, act. Make sure you do everything you can to resolve it, and offer some form of compensation if you can't. Customers can be fickle - if they see a reason to leave they will.
   6. Customers can tell you what they think of your opposition
   So a rival business has popped up. Find out what people think of it by asking your customers. That way there's no need for sneaky undercover detective work, and you'll get the honest truth - whether it's good news or bad for your business. Either way, once you know you can act and up your game. The upper hand is yours once again!
   7. Customers like to feel valued
   We all want to feel appreciated - whether that's in a relationship or as a loyal customer to a business. If you are open to conversations from your customers they will feel like you want to know how you can improve. You may have to take the old saying, 'the customer is always right' with a pinch of salt but make them feel valued and listened to and you'll certainly keep them on side.
   8. Customer feedback is a form of market research
   Market research can cost £££s to set up so keep your costs down simply by making sure you listen to your customers from the word 'go'. Give them the opportunity to talk to you - arrange a focus group meeting for instance - and you'll get free market research for the price of a few drinks and nibbles!