



# TYPES OF PROSPECTS AND HOW TO CONVERT THEM TO CUSTOMERS

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In the virtual world, where businesses have websites and pages, every visitor is a potential buyer. To sell your products and services successfully, you have to convert these visitors to customers. That is, get them from only viewing and liking your content to ordering your products and services.

This ebook outlines the different types of prospects and how you can convert them to loyal, paying customers. In this guide, you'll find:

## ▲ Table Of Contents

- **The 7 Types of Prospective Customers You Can Convert**
  - The Lookers
  - The Bargain Hunters
  - The Buyers
  - The Researchers
  - The New Customers
  - The Dissatisfied Customers
  - The Loyal Customers
- **What Next?**



Many businesses have many activities on their online platforms, but they do not record sales that reflect the number of visits on their sites; this is a conversion problem. In the world of business, you have to actively get people from window shopping your product and services to visiting your physical or online store and making a purchase.



## The 7 Types of Prospective Customers You Can Convert

You cannot convert visitors into active buyers if you do not understand their habits, what attracts them, what they like, and how they want to be treated.

**Outlined below are seven types of prospects, how to recognize them, and what to do to convert them to loyal, paying customers.**



# 1 The Lookers

These make up a considerable percentage of shoppers.

**They are around, looking at stores and products without specificity, hoping to see if something catches their fancy.**

In a physical business, having people walk into your store without buying can be annoying. However, to stand a chance of getting these people to patronize your business, you have to

respect them, and not turn up your noses at their inquiries.

Similarly, in the world of online businesses, you have to tailor your business platform in a way that catches people's fancy. Your site should be easy to navigate; the looker doesn't have the patience for complicated websites. Also, have exciting offers and call to actions that are compelling enough to make lookers leave their contact information such as their email addresses.



## 2 The Bargain Hunters

**These groups of customers do not like price tags, and so when they hear you have a sale, they also look forward to negotiating prices.**

They want more value for their money, and they will hardly patronize your business if you do not give them the chance of a fair bargain.



The question now is, how can you convert a bargain hunter into a buyer? You do not want to run your business at a loss. You do not run a charity but, you can give coupons and exclusive discount codes. You can throw in free services such as free shipping, or accessories if it

doesn't cost you much.

Also, note that you can include a discount and coupon page to your website, and this should be done in a way that doesn't redirect customers as that can be a complete turn-off.



# 3 The Buyers

**These are every business's delight. They know exactly what they want to buy and are on your site because they know you sell the products and services.**

However, you can lose them if you don't have the appropriate structures in place. Buyers want a site that is free of complexities, incessant popup ads, and challenging checkout procedures. The more user-friendly your site is, the quicker it is to convert a buyer.



## 4 The Researchers

**These customers do not make a purchase without having more than a general idea of the products and services they want to buy.**

The Researcher seeks to make informed decisions before making a purchase, and so they search and read up on the benefits of one product over the other, the cost-effectiveness of products, and more.

Given that the researcher has a general idea of what they want to buy, to convert them, you have to provide them with the information they seek. The researcher finds it helpful if you provide details



of each product, size guides, as well as high definition pictures of products from different angles and product videos.



# 5 The New Customers

**These are customers who have previously heard about your business or even visited your site. When they come for a second look, they are there to see more of your products and services to quell their curiosity.**

To convert the new customer, you have to make them feel valued. You can have a welcome package or offer for first time buyers, then have a follow-up email thanking them for their patronage. This shows you value them and people like when they are valued, and so are likely to become returning customers.



## 6 The Dissatisfied Customers

In the course of running your business, you'll always meet that one customer that is dissatisfied.

**A dissatisfied customer, if not handled properly, can cause your business harm and negative publicity you can ill-afford.**

The key to converting a dissatisfied customer into a loyal customer is in listening to their complaints and offering to resolve it for them amicably. Do not be quick to respond to complaints without fully understanding them. Avoid being defensive of your product or services or being dismissive. Excellent customer service understands that customers



are humans, and you must show the utmost emotional intelligence in handling them.



## 7 The Loyal Customers

**These are customers you do not want to lose. Loyal customers often make repeat purchases and even give referrals.**

To your loyal customers, you should show gratitude for their constant patronage. Find ways to offer bonuses and discounts for customer loyalty. You can do this with simple additional gift packages for them at the end of a business year.



## What Next?

Now that you know the different types of customers on your site, you want to make sure all their needs are met. To do this effectively, you have to look at your business website from each customer's angle, and make the necessary adjustment. If your website meets the needs of every kind of customer, then you will record a better conversion rate than you previously did.

### **Let 5th Wall Design Help You Meet The Needs of All Types of Customers**

At 5th Wall Design, we help businesses make their website a sales powerhouse. We will audit your business website for free, and make necessary adjustments at an affordable price to help you attract more prospects, get more leads, and make more sales.





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