# Formative Exercise 2A

# Identify Customer Buying Motives

## Instructions:

Decide whether the statement applies to a **Buyer (B), Searcher (S)** or **Browser (BR).**

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| 1. | “I’m interested in buying a word processor – model 290Y – the WordPro Max?” |  |
| 2. | The customer is wandering through the furniture selection admiring the displays. |  |
| 3. | The customer is picking up items, looking at them casually, then replacing them. |  |
| 4. | “Well … I’m kind of looking for a graduation gift for my niece.” |  |
| 5. | The customer walks decisively towards the jewellery department. |  |
| 6. | “No, I’m just waiting for my wife – she’s next door but thank you.” |  |
| 7. | “Where are your reference books located?” |  |
| 8. | “I’m looking for an inexpensive CD player.” |  |
| 9. | “No, really – I just came to see the holiday decorations.” |  |
| 10. | The customer is admiring the new fashion arrivals, but not picking up any item to examine. |  |
| 11. | “I’d kind of like to take a look at mattresses – but I’m not ready to buy today.” |  |
| 12. | “Those reverse drills are of very high quality. Are they on sale today?” |  |
| 13. | The customer walks disinterestedly through the appliance selection. |  |
| 14. | “How long would it take to get delivery on this living room set?” |  |
| 15. | The customer asks to see some jerseys but seems undecided about what to choose. |  |
| 16. | “I’m just looking, thanks.” |  |

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| **First Attempt** | | **Second Attempt** | | **Third Attempt** | |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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