

- **GRIPS Customer typology: Principle**
 - GRIPS condenses motivation, cognition and behavior when making purchase decisions
 - GRIPS can also be applied to the B2B environment:
 - Bargain Hunter: Typical purchaser who gets incentives for rebates and loses sight of the total costs of ownership
 - Risk Avoider: Buyer who is afraid of making the wrong choice, often newby decider thinking “No one ever got fired for buying IBM”
 - Indifferent Buyer: Doesn't want to spend too much time, not interested in extensive sales talk, often “User Chooser” without much involvement
 - Loyal Buyer: Fostered by decision structures characterized by independent payer and decider roles (e.g. miles and more)
 - Price Acceptor: Easy to be enthused by options and innovations, experienced buyer who knows where to emphasize product quality



Bargain Hunter:

Proactive, almost aggressive negotiator, wants to be the “winner” of the sales talk

Loss Avoider:

Passive and cautious, needs counselling and advice, seeks the confirmation that he did not make the wrong decision

Successful Sales Tactics:

Provide rebates, discounts or bonus options for the customer to feel that he has achieved his goal

Successful sales tactics:

Provide counselling and advice, deemphasize concerns, develop solutions which are tailor-made for the clients task