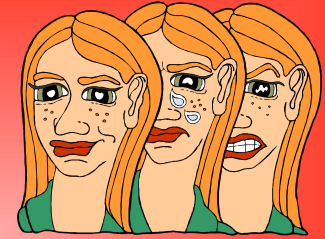


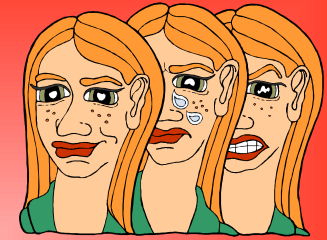
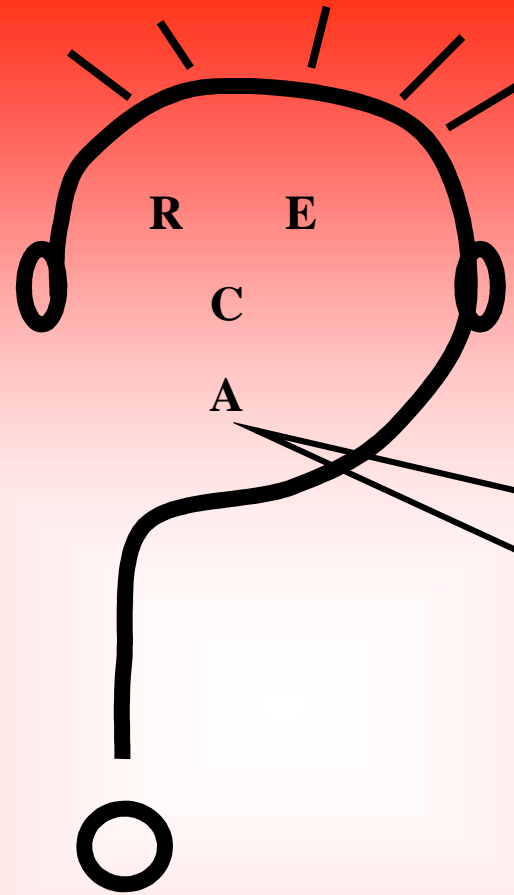
# ***SOMMAIRE***



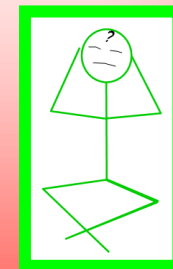
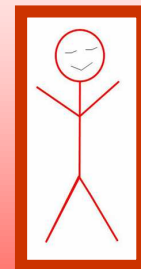
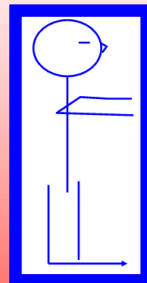
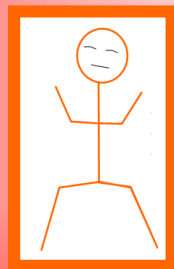
***QUELLES TYPOLOGIES***  
***LES DIFFERENTES TYPOLOGIES DES CLIENTS***  
***ANALYSE CLIENT***  
***ACCUEIL***



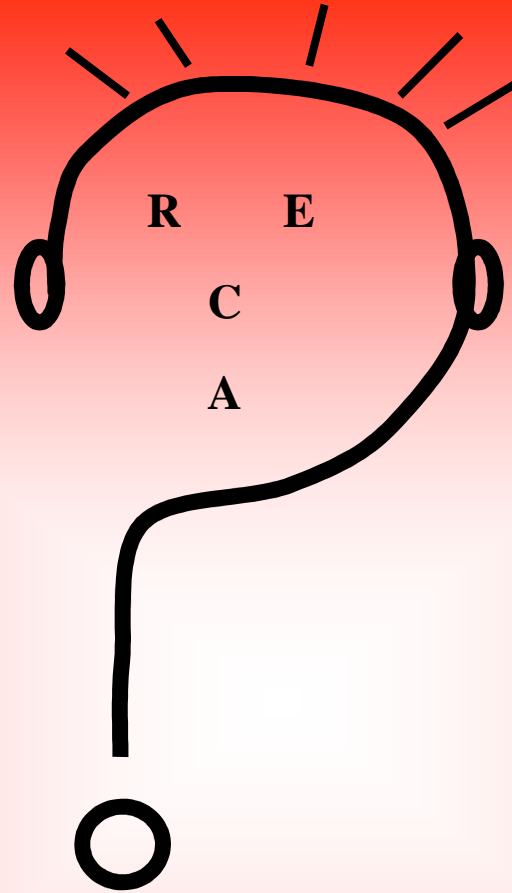
# ***QUELLE TYPOLOGIE ?***



**Identifiez les  
différentes  
typologies...**



***LES  
DIFFERENTES  
TYPOLOGIES  
DES CLIENTS ?***

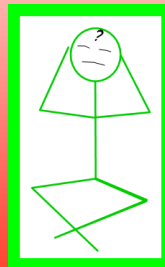
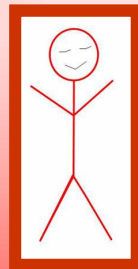
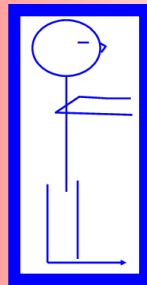
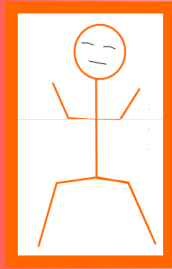


**ENJOUE**

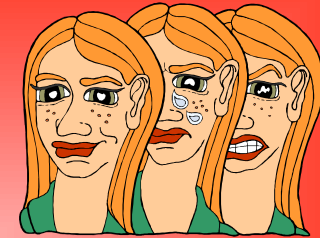
**CONCILIANT**

**ANALYSTE**

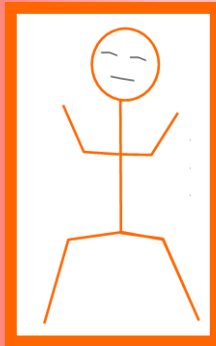
**REGULATEUR**



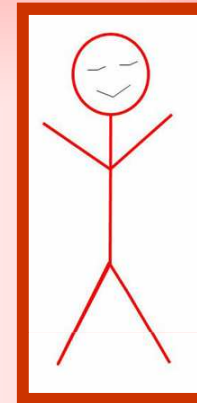
# LES DIFFERENTES TYPOLOGIES DES CLIENTS



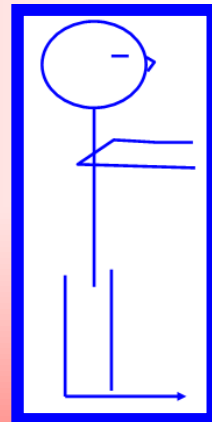
**ENJOUE**



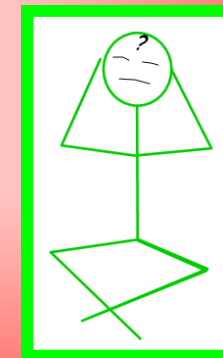
**CONCILIANT**



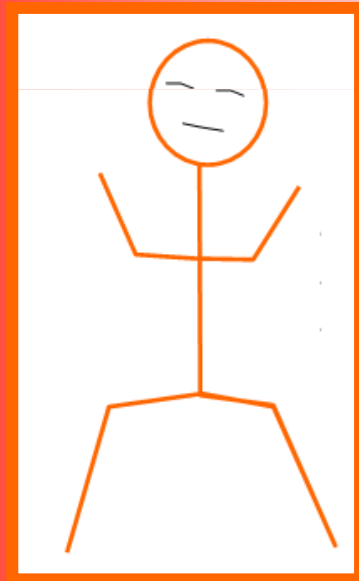
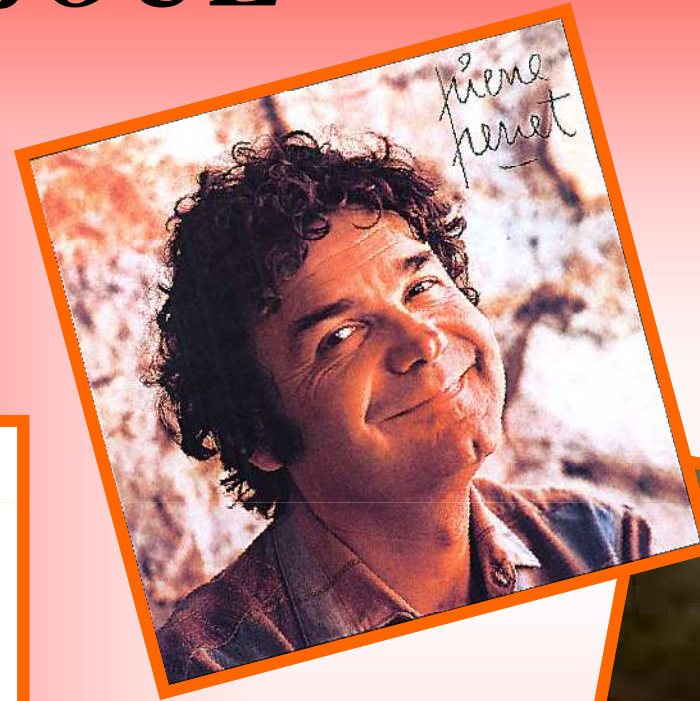
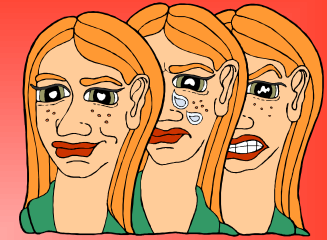
**REGULATEUR**



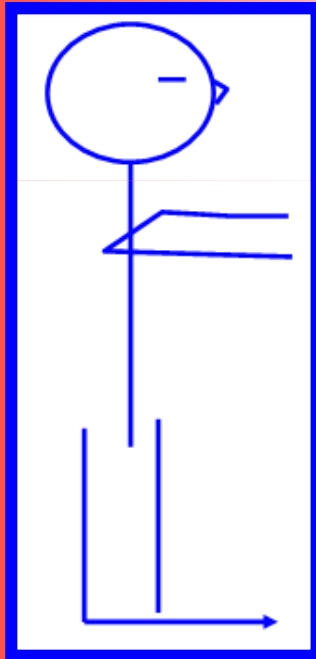
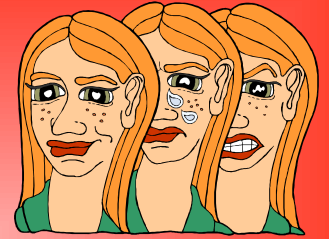
**ANALYSTE**



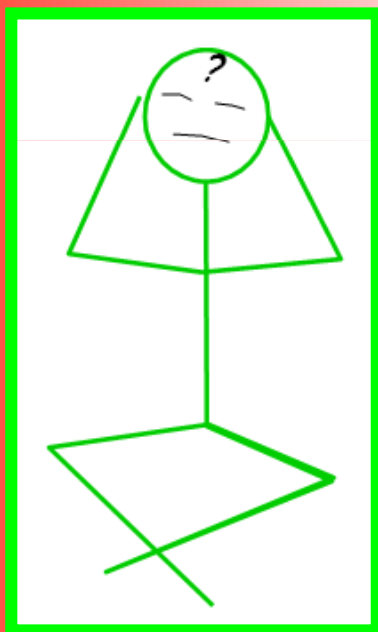
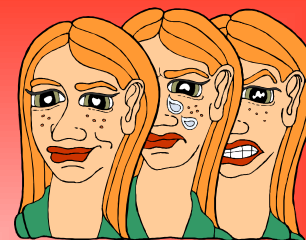
# ENJOUE



# *REGULATEUR*

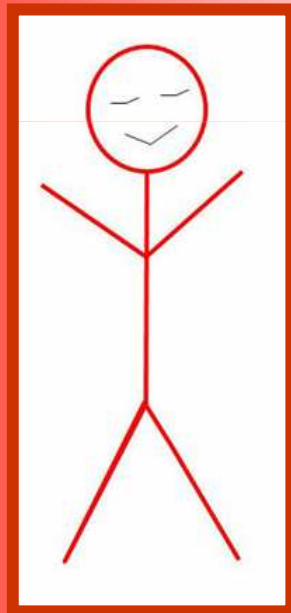


# ***ANALYSTE***



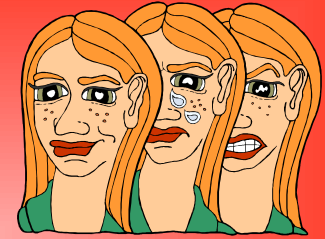


# *CONCILIANT*





# ***ANALYSE CLIENT***



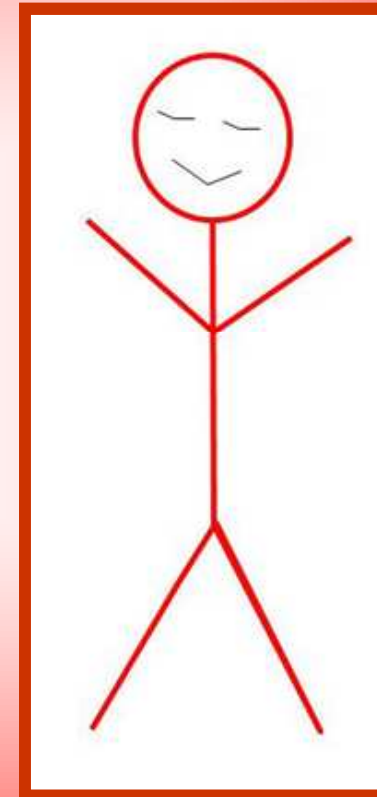
## ***TYPE CONCILIANANT***

◆ ***Agréable***

◆ ***Social***

◆ ***Attentif***

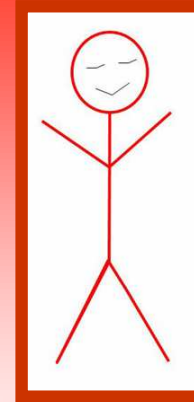
◆ ***S'adapte***



# ***TYPE CONCILIAN***

## ***ACCUEIL***

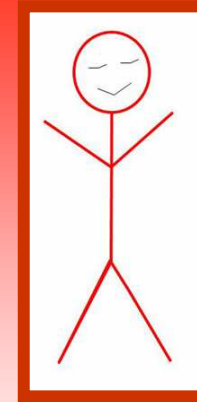
- ◆ *Gérer son retard*
- ◆ *Ne pas le bousculer*
- ◆ *Respecter ses habitudes*
- ◆ *Ne pas l'interpeller*
- ◆ *Se rappeler de son nom*



# ***TYPE CONCILIAN***

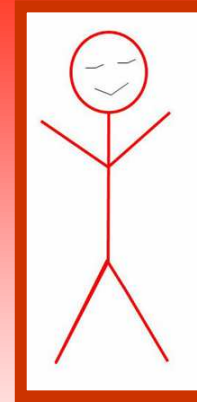
## ***ACCUEIL***

- ◆ *Etre patient*
- ◆ *Le traiter discrètement*
- ◆ *Créer une ambiance feutrée*
- ◆ *Utiliser des mots simples*
- ◆ *Ne pas le mettre en avant devant les autres clients*





# **CONCILIANT**



## **ANALYSER:**

*L'influencer dans sa décision sans l'imposer*

*Marche aux sentiments*

*La confiance*

*Etre à l'écoute*

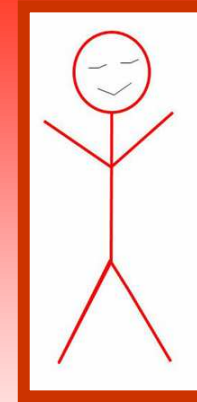
*Conseiller*

*Bonne ambiance*

*L'aider à sa décision en limitant les choix*



# ***CONCILIANT***



## **ECOUTER:**

***Mobles d'achat : confort, sécurité***

***Votre avis?***

***Qu'en pensez-vous?***

***Pensez-vous que?***

***Vous êtes sur que ça va m'aller?***

***Ton monocorde***

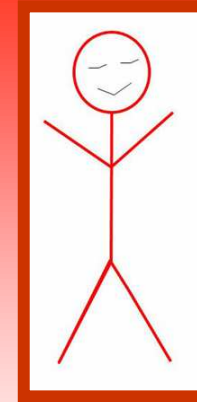
***C'est comme vous voulez...***

***Se sous-estime***

***Coiffeur attentif (diagnostique précis, personnalisé rassurant)***



# **CONCILIANT**



## **OBSERVER:**

*Toujours content*

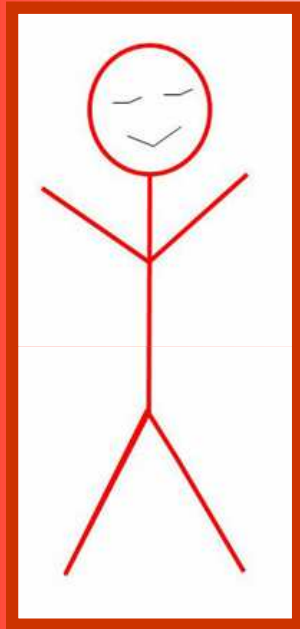
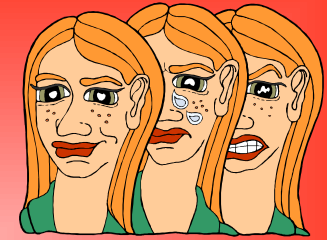
*S'adapte à la situation présente (sourit, attends)*

*Sensible au confort, ambiance personnalisée*

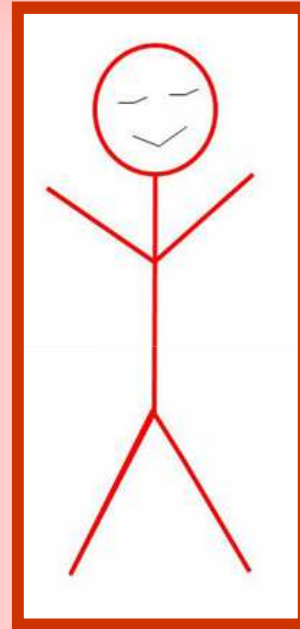
*Aime le contact humain, doux (son nom, poignée de main)*

***MERCI DE VOTRE PARTICIPATION***

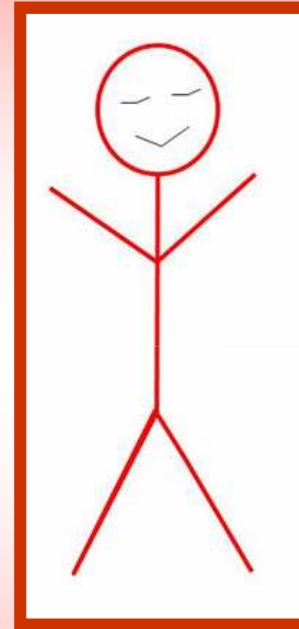
***NOUS SOMMES TRES CONCILIANTS***



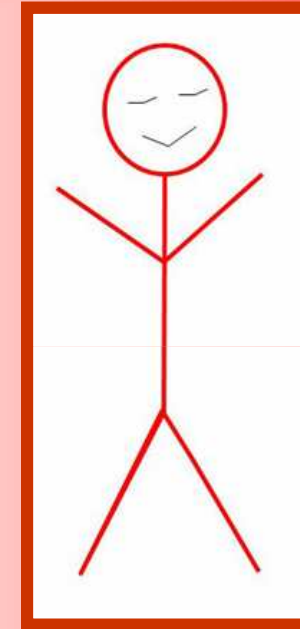
**ISABELLE**



**JEAN PIERRE**



**NADEGE**



**RITA**