

A customer who asks for a better price when you cannot discount any further.	A customer who has a language barrier.
A customer that is delighted with their purchase experience.	A customer who tells you “the customer is always right” when you refuse to meet their demand.
An in-person customer who is making a scene in front of other customers or stakeholders.	A customer who threatens to write a bad review online after receiving their product or service late.
A prospect who has asked you a question that you don’t know the answer to.	A customer that you know has just lied to you about their service experience to get a refund.
A customer who is thinking of moving their business to a competitor.	A customer that you cannot get off the phone.
A prospect that previous sales reps have not been able to close.	A former customer who stopped working with your company due to service missteps.
A customer who was declined a credit line increase because of not paying their account on time and is threatening to take their business elsewhere.	A customer who makes an unreasonable price demand.

A prospect who asks to speak to your supervisor because they are unhappy with your approach.	A customer who just told you a joke that makes you uncomfortable.
A prospect who is on a budget and wants a cost-effective solution.	A prospect who asks about upcoming promotions and discounts.
A prospect who tells you after the pitch that they are not the decision-maker.	A prospect who asks about your company's sustainability practices.
A prospect who asks for a trial period before committing to the full purchase.	A prospect that wants a detailed cost-benefit analysis.
A customer who asks you to present your final proposal to a team of decision makers with varied priorities.	A prospect who you are trying to upsell.