

## Module 1, Lesson 2: Spotting Your Perfect Customer

**The Golden Rule:** Your time is your most valuable asset. Spending time with the wrong customer loses you money. Spending time with the right customer builds your commission fast.

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### ✘ The Bad Customer (Who to Avoid)

A bad customer will waste your time and damage your reputation. Watch out for these red flags:

- **They only want the absolute cheapest price.**
- **They have unrealistic expectations** (they want luxury products for pennies).
- **They do not know exactly what they want** (they ask for a "red shirt" but do not know the material or size).
- **They want to skip safety and quality inspections** to save a few dollars.
- **They will blame you** when cheap, broken products arrive at their door.

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### ✔ The Good Customer (Who to Look For)

A good customer makes your job easy. They value the premium services Infinite Panda provides. Look for these green flags:

- **They are established businesses** (online sellers on Amazon, local retail store owners or distributors).
- **They value peace of mind over the cheapest price** (they know buying online is risky).
- **They want our local eyes in China** to protect their money and product molds.
- **They give you exact details** (they tell you the exact material, size, and their target price).
- **They make decisions quickly** when you find a factory that meets their needs.

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### 📋 Your Quick Checklist

When you start talking to a new lead, ask yourself these three simple questions:

1. **Do they have a real, established business?**
2. **Do they know exactly what product details they need?**
3. **Do they care about quality inspections and safe shipping?**

If the answer is **YES** to all three, you have found a perfect customer! If they only care about getting the cheapest price and have no plan, walk away and find someone better.