



TTI SUCCESS INSIGHTS™

Customer Service Version

*"He who knows others is learned.
He who knows himself is wise."
—Lao Tse*

John Doe

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INTRODUCTION

Successful business depends on Customer Service. It is essential to understand that every employee is involved in customer service. Everyone in every organization is a customer of some kind. It has been proven that customers would rather switch to another company than tolerate poor service. Research indicates, even if there is no conflict, over 60% of all customers quit dealing with a business because of indifference on the part of some employee.

The ability to interact effectively with customers may be the critical difference between success or failure in our work life. Effective customer service begins with an accurate perception of our own work behavioral style. This report was designed to quantify information on how you see your own behavior in the workplace. That information may then be used for you to learn how others perceive your behavior. This knowledge will assist you in formulating strategies in meeting customer needs.



GENERAL CHARACTERISTICS

Based on your responses, the report has selected general statements to provide you with a broad understanding of your Customer Service Style. This section of the report identifies the natural customer service style you bring to the job.

John prides himself on being incisive. He wants to get things done by proceeding with the facts that are at hand. He may have a low trust level of others. Because John has such high standards, sometimes he feels that only he can perform a particular task. He keeps his equipment in good working order and likes others who also use the equipment to share the same concern. John may be overly sensitive to criticism of his work. If you do comment on his work you had better be right, since he may not take criticism lightly. He wants the safety features on his equipment to be in good working order. He wants to be seen as a responsible person and will avoid behavior that could be seen by others as irresponsible. When John sees something that is wrong he wants to fix it. He is oriented toward achieving practical results. John prefers that things be orderly and he will approach work in a systematic manner. His motto for work may well be the coined phrase, "quality is job number one." Getting the project or job done right is important to him. If forced to choose between producing quality work or quantities of work, quality will be the winner. He likes to work behind the scene and be seen as someone who is organized and has his life in order. He is a real stickler for quality and systems; to ensure quality.

John usually judges others by the quality of their work. He may find it difficult to



GENERAL CHARACTERISTICS

recognize others' strengths, if their work does not meet his high standards. He prefers to study and analyze a problem before responding. He wants to feel that his response is the correct one. He is the type of person who will accept challenges, and accept them seriously. He is a critical and systematic thinker, and this strength may not be easily recognized by others. John tends to become bogged down in details. He may accumulate so much data that the details overwhelm him. He has an acute awareness of social, economic and political implications of his decisions. He is skilled at observing and collecting data on different subjects. If he has a real passion for a given subject, he will read and listen to all the available information on the subject. He gets frustrated when well-established rules are not observed by others. He prefers to have everyone adhere to the same rules and regulations.

John prefers meetings that start and finish on time. He may get upset with people who do not adhere to rules and how things "should be done." He enjoys analyzing the motives of others. This allows him to develop his intuitive skills. People who show up early or late for appointments may upset him, since his work plans are disrupted. John makes an agenda and prefers that others not change it. When John is deeply involved in thinking through a project, he may appear to be cool and distant. John's logical, methodical way of gathering data is demonstrated by his ability to ask the right questions at the right time. He



GENERAL CHARACTERISTICS

likes to know what is expected of him in a working relationship, and have the duties and responsibilities of others who will be involved explained. Communication is accomplished best by well-defined avenues. People may often see John as formal and reserved. He may be assessing the situation before "letting his guard down" and may do so only when he feels comfortable with the circumstances. He has a low trust level with strangers. This becomes apparent when he asks specific and perhaps blunt questions.



PERCEPTIONS

A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on your self-perception and how, under certain conditions, others may perceive your behavior. Understanding this section will empower you to project the image that will allow you to control the situation.

"See Yourself As Others See You"

SELF-PERCEPTION

You usually see yourself as being:

Precise
Moderate
Knowledgeable

Thorough
Diplomatic
Analytical

OTHERS' PERCEPTION

Under moderate pressure, tension, stress or fatigue, others may see you as being:

Pessimistic
Worrisome

Picky
Fussy

And, under extreme pressure, stress or fatigue, others may see you as being:

Perfectionistic
Strict

Hard-to-Please
Defensive



DESCRIPTORS

Based on your responses, the report has marked those words that describe your personal behavior. They describe how you solve problems and meet challenges, influence people, respond to the pace of the environment and how you respond to rules and procedures set by others.

Dominance	Influencing	Steadiness	Compliance
Demanding	Effusive	Phlegmatic	Evasive
Egocentric	Inspiring	Relaxed	Worrisome
Driving	Magnetic	Resistant to Change	Careful
Ambitious	Political	Nondemonstrative	Dependent
Pioneering	Enthusiastic		Cautious
Strong-Willed	Demonstrative	Passive	Conventional
Forceful	Persuasive	Patient	Exacting
Determined	Warm		Neat
Aggressive	Convincing	Possessive	Systematic
Competitive	Polished	Predictable	Diplomatic
Decisive	Poised	Consistent	Accurate
Venturesome	Optimistic	Deliberate	Tactful
Inquisitive	Trusting	Steady	Open-Minded
Responsible	Sociable	Stable	Balanced Judgment
Conservative	Reflective	Mobile	Firm
Calculating	Factual	Active	Independent
Cooperative	Calculating	Restless	Self-Willed
Hesitant	Skeptical	Alert	Stubborn
Low-Keyed	Logical	Variety-Oriented	Obstinate
Unsure	Undemonstrative	Demonstrative	Opinionated
Undemanding	Suspicious	Impatient	Unsystematic
Cautious	Matter-of-Fact	Pressure-Oriented	Self-Righteous
Mild	Incisive	Eager	Uninhibited
Agreeable	Pessimistic	Flexible	Arbitrary
Modest	Moody	Impulsive	Unbending
Peaceful	Critical	Impetuous	Careless with Details
Unobtrusive		Hypertense	



CUSTOMER SERVICE FLEXIBILITY

Since customers are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of customers and provide you with the strategies to meet their needs.

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Fast-paced speech
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

- Speed up your rate of speaking
- Recognize that they are risk-takers
- Don't let them dominate you
- Flatter their ego
- Be efficient
- Give direct answers
- Be positive
- Stress how your product/service will save time

Factors that will create tension or dissatisfaction with this Style of Customer:

- Being indecisive
- Explaining too many details



CUSTOMER SERVICE FLEXIBILITY

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Friendly and talkative
- Impulsive
- Uses many hand gestures while speaking
- Gets emotional
- Imprecise about the use of time

Factors that will improve Service with this Style of Customer:

- Smile and talk more than you usually do
- Give fewer details than you normally would
- Exhibit more confidence than you really feel
- Use more gestures and active body language
- Don't ask many personal questions
- Don't worry about presenting all the data you have to this customer

Factors that will create tension or dissatisfaction with this Style of Customer:

- Your attention to details
- Your "follow the book" approach



CUSTOMER SERVICE FLEXIBILITY

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Patient
- Easy going
- Uses an unemotional voice
- Reserved
- Deliberate - methodical

Factors that will improve Service with this Style of Customer:

- Be patient and sincere
- Maintain a friendly environment
- Present information in a systematic fashion
- Give many reasons if any changes have to be made
- Show them you are as dependable as they are
- Help them establish priorities, and a sense of urgency, if needed
- Stress quality and reliability of your organization

Factors that will create tension or dissatisfaction with this Style of Customer:

- Strong adherence to company rules
- Appearing to be cool and distant



CUSTOMER SERVICE FLEXIBILITY

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Speaks slowly
- Asks questions about facts and data
- Is very deliberate
- Uses few gestures
- Skeptical
- Suspicious

Factors that will improve Service with this Style of Customer:

- Be diplomatic and courteous
- Avoid criticism of their work
- Give assurances of correct decisions
- Don't ask many personal questions
- Avoid sudden, abrupt changes

Factors that will create tension or dissatisfaction with this Style of Customer:

- Desire to be more correct than others
- Slow response time to their needs



SITUATIONAL STRATEGIES

Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.

CUSTOMER

Skeptical, Suspicious

Nervous, irritable, high strung

Pessimistic, grouchy, complaining

Egotistical, opinionated, high hat

Argumentative, blustering

Silent, secretive

STRATEGY

Agree on minor points and expand. Be conservative in assertions.

Use a quiet, tactful, soothing manner.

Listen patiently, ask questions to find out their real concerns.

Flatter their ego. Concentrate on getting results.

Create response by challenging in a sincere manner.

Be more personal than usual to draw them out.



ACTION PLAN

Customers I have the most difficult time relating to could be described as:

- 1.
- 2.
- 3.
- 4.

To improve my Customer Service with them, I need to work on the following:

- 1.
- 2.
- 3.
- 4.

Other Customers who cause me discomfort are:

- 1.
- 2.
- 3.
- 4.

To improve my Customer Service with them, I need to work on the following:

- 1.
- 2.
- 3.
- 4.

Date _____ Signature _____

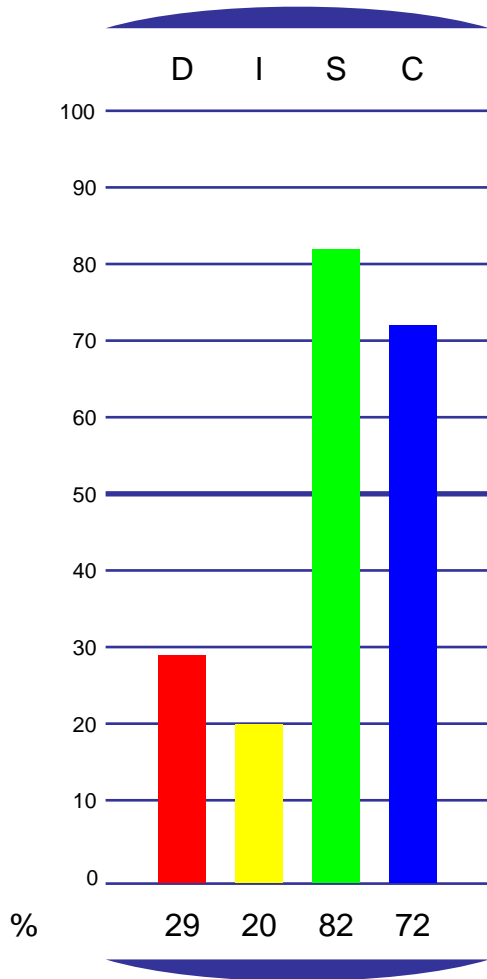


STYLE INSIGHTS™ GRAPHS

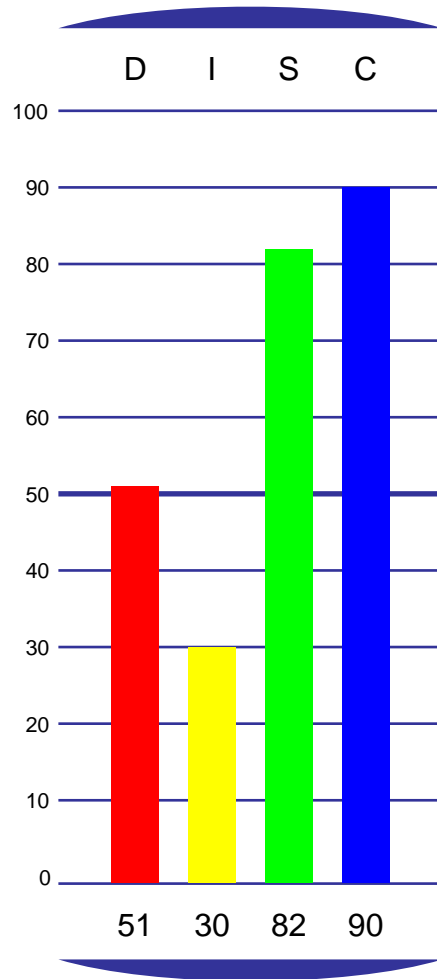
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MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2003



THE SUCCESS INSIGHTS® WHEEL

The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

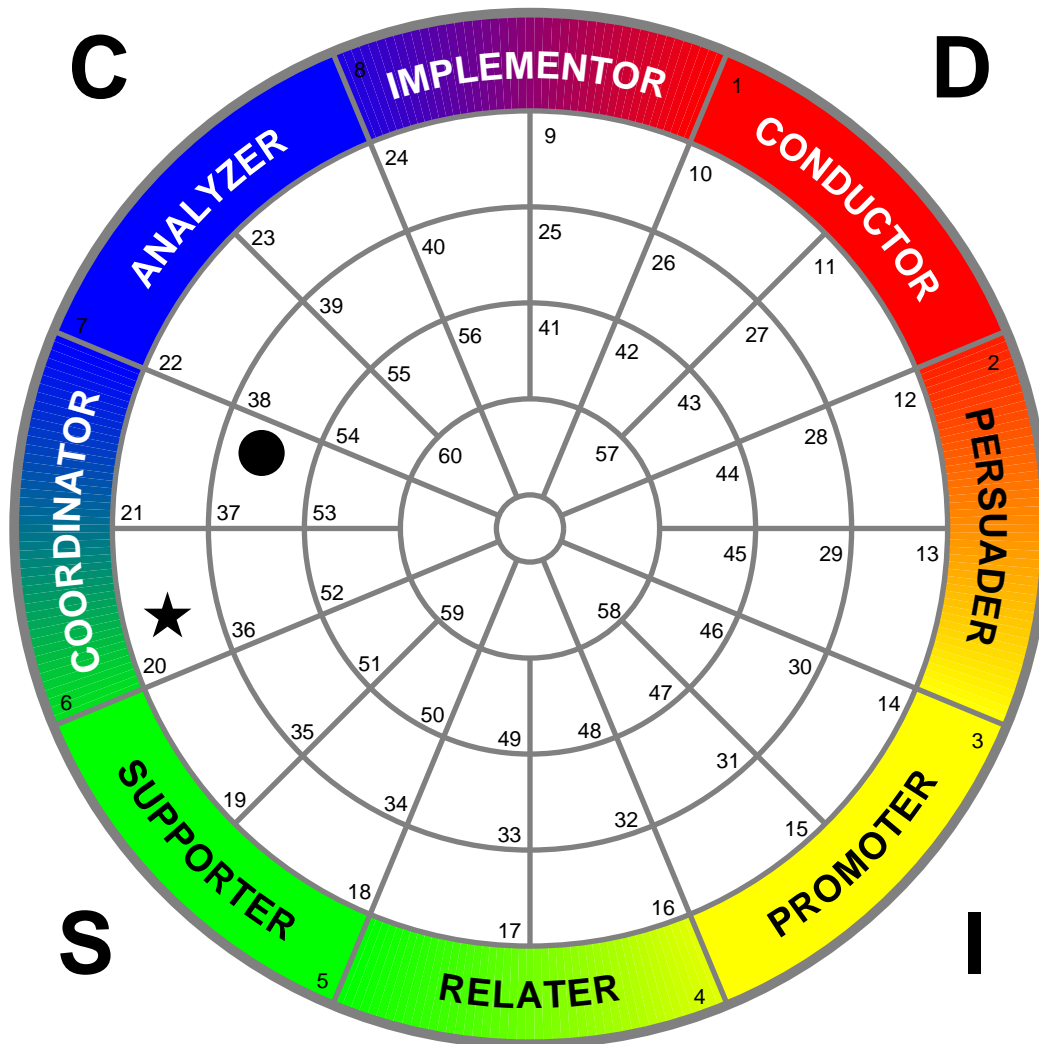
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



THE SUCCESS INSIGHTS® WHEEL

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Adapted: ★ (20) SUPPORTING COORDINATOR
Natural: ● (37) ANALYZING COORDINATOR (FLEXIBLE)

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