



TTI  
SUCCESS  
INSIGHTS®

## Customer Service

Gregg Sample

Owner  
Sample

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**CommunicationWorks**

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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.

Gregg displays a high energy factor and is optimistic about the results he can achieve. The word "can't" is not in his vocabulary. He tends to have a "short fuse" and can display anger or displeasure when he feels that people are taking advantage of him. Many people see him as a self-starter dedicated to achieving results. He wants to be seen as a winner and has an inherent dislike for losing or failing. He tends to work hard and long to be successful. Gregg is deadline conscious and becomes irritated if deadlines are delayed or missed. He is often considered daring, bold and gutsy. He is a risk taker who likes to be seen as an individualist. He is a goal-oriented individual who believes in harnessing people to help him achieve his goals. He needs people with other strengths on his team. Most people see him as a high risk-taker. His view is, "nothing ventured, nothing gained." Nothing bores Gregg more than the status quo, things becoming routine and people always agreeing, or pretending to agree. He is driven toward goals completion and wants to be in a position to set policy that will allow him to meet those goals. He needs to learn to relax and pace himself. He may expend too much energy trying to control himself and others. He is often frustrated when working with others who do not share the same sense of urgency.

Gregg should realize that at times he needs to think a project through, beginning to end, before starting the project. When faced with a tough decision, he will try to sell you on his ideas. Many people see his decisions as high-risk decisions. However, after the decision is made, he tends to work hard for a successful outcome. Sometimes he becomes emotionally involved in the decision-making process. Gregg prefers authority equal to his responsibility. He is a good problem solver and troubleshooter, always seeking new ways to solve old problems. He finds it easy to share his opinions on solving work-related problems. Sometimes he may be so opinionated about a particular problem that he has difficulty letting others participate in the process.

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## General Characteristics Continued

Gregg challenges people who volunteer their opinions. His creative and active mind may hinder his ability to communicate to others effectively. He may present the information in a form that cannot be easily understood by some people. He tends to influence people by being direct, friendly and results-oriented. He likes people who give him options as compared to their opinions. The options may help him make decisions, and he values his own opinion over that of others! Gregg may sometimes mask his feelings in friendly terms. If pressured, Gregg's true feelings may emerge. He tends to be intolerant of people who seem ambiguous or think too slowly. He likes people who present their case effectively. When they do, he can then make a quicker assessment or decision. He may lose interest in what others are saying if they ramble or don't speak to the point. His active mind is already moving ahead.



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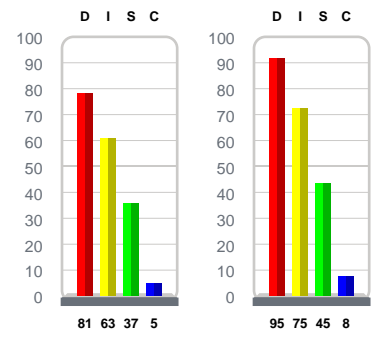
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Adapted Style      Natural Style





# Perceptions

## See Yourself as Others See You

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.

### Self-Perception

You usually see yourself as being:

- Pioneering
- Assertive
- Competitive
- Confident
- Positive
- Winner

### Others' Perception - Moderate

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

- Demanding
- Nervy
- Egotistical
- Aggressive

### Others' Perception - Extreme

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

- Abrasive
- Controlling
- Arbitrary
- Opinionated

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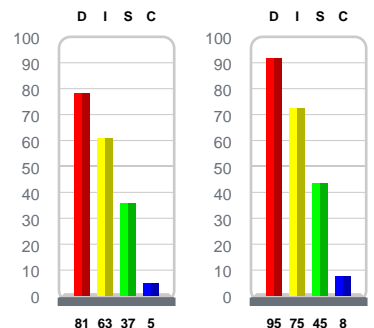
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Adapted Style      Natural Style





# 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.

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



# 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
- Strong personality
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

- Minimize features - maximize benefits
- Help them with details
- LISTEN
- Ask specific questions
- Keep the pace fast enough so they don't become bored

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

- Over controlling the situation
- Telling them what to do




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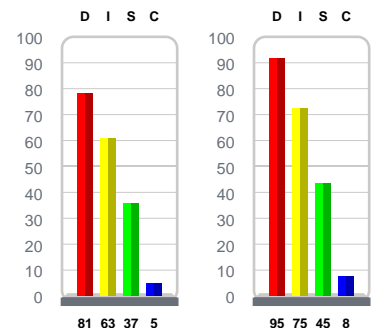
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Adapted Style

Natural Style





# Customer Service Flexibility

## "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Warm and friendly
- Impulsive
- Uses many hand gestures while speaking
- Talkative
- Imprecise about the use of time

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Factors that will improve Service with this Style of Customer:

- Be friendly, not dominating
- Ask for their ideas and opinions
- Use testimonials
- Tell how others will benefit
- Control your impatience

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

- Over controlling
- Displaying your impatience







# Customer Service Flexibility

## "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Patient
- Easy going
- Uses few gestures
- Unemotional voice
- Reserved



Factors that will improve Service with this Style of Customer:

- Listen patiently
- Take time to explain
- Develop more empathy and patience
- Take a personal interest in them
- Exhibit friendly attitudes
- Slow down
- Give more attention to details
- Control body language
- Speak with sincere tone of voice

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

- Overselling or stressing new products
- Dominate with active body language

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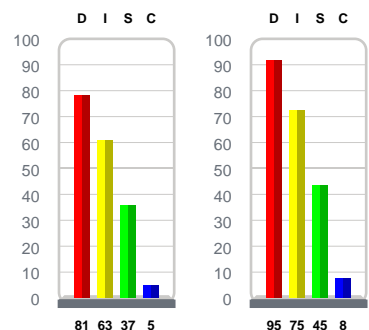
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Adapted Style      Natural Style





# Customer Service Flexibility

## "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Speaks slowly
- Asks many questions about facts and data
- Is deliberate
- Uses few gestures
- Unemotional

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Factors that will improve Service with this Style of Customer:

- Slow down and LISTEN
- Explain details
- Be sincere - lower your tone of voice
- Be conservative in assertions
- Answer questions precisely
- Minimize risks

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

- Being too blunt and direct
- Forcing them to take risks

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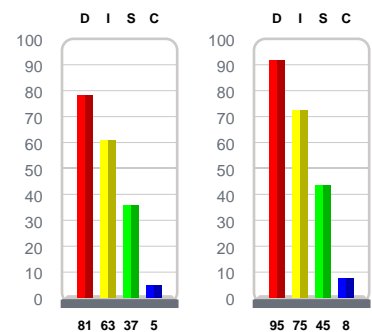


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Adapted Style      Natural Style





# 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.

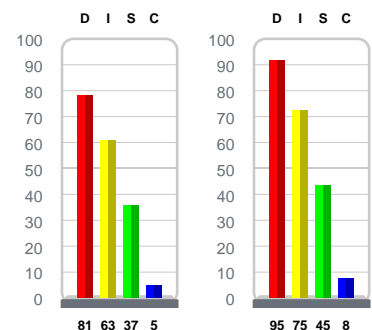
## CUSTOMER

## STRATEGY

Skeptical, Suspicious	Agree on minor points and expand. Be conservative in assertions.
Nervous, irritable, high strung	Use a quiet, tactful, soothing manner.
Pessimistic, grouchy, complaining	Listen patiently, ask questions to find out their real concerns.
Egotistical, opinionated, high hat	Flatter their ego. Concentrate on getting results.
Argumentative, blustering	Create response by challenging in a sincere manner.
Silent, secretive	Be more personal than usual to draw them out.

Adapted Style

Natural Style





# Action Plan

## Professional Development

1. I learned the following behaviors contribute positively to increasing my professional effectiveness: (list 1-3)

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2. My report uncovered the following behaviors I need to modify or adjust to make me more effective in my career: (list 1-3)

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3. When I make changes to these behaviors, they will have the following impact on my career:

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4. I will make the following changes to my behavior, and I will implement them by \_\_\_\_\_:

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# Action Plan

## Personal Development

1. When reviewing my report for personal development, I learned the following key behaviors contribute to reaching my goals and the quality of life I desire: (list 1-3)

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2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

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3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:

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4. I will make the following changes to my behavior, and I will implement them by \_\_\_\_\_:

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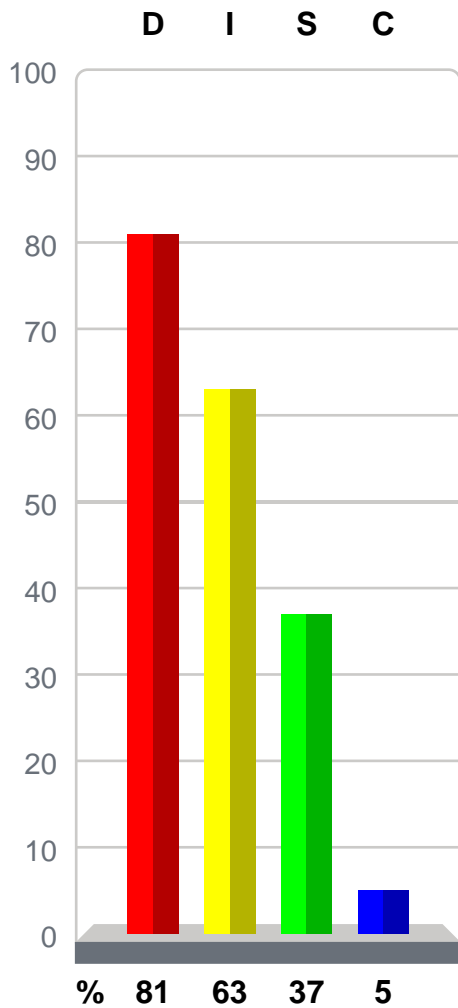
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# Style Insights® Graphs

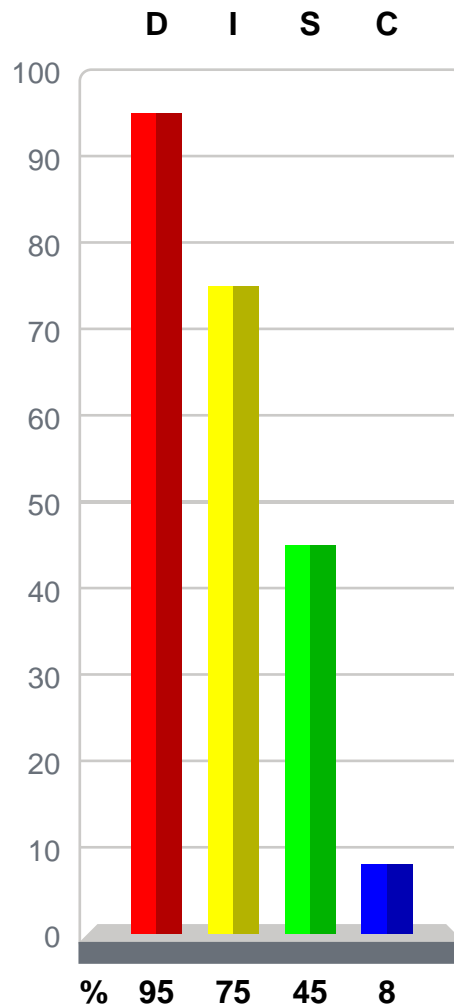
Adapted Style

Graph I



Natural Style

Graph II



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## 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:

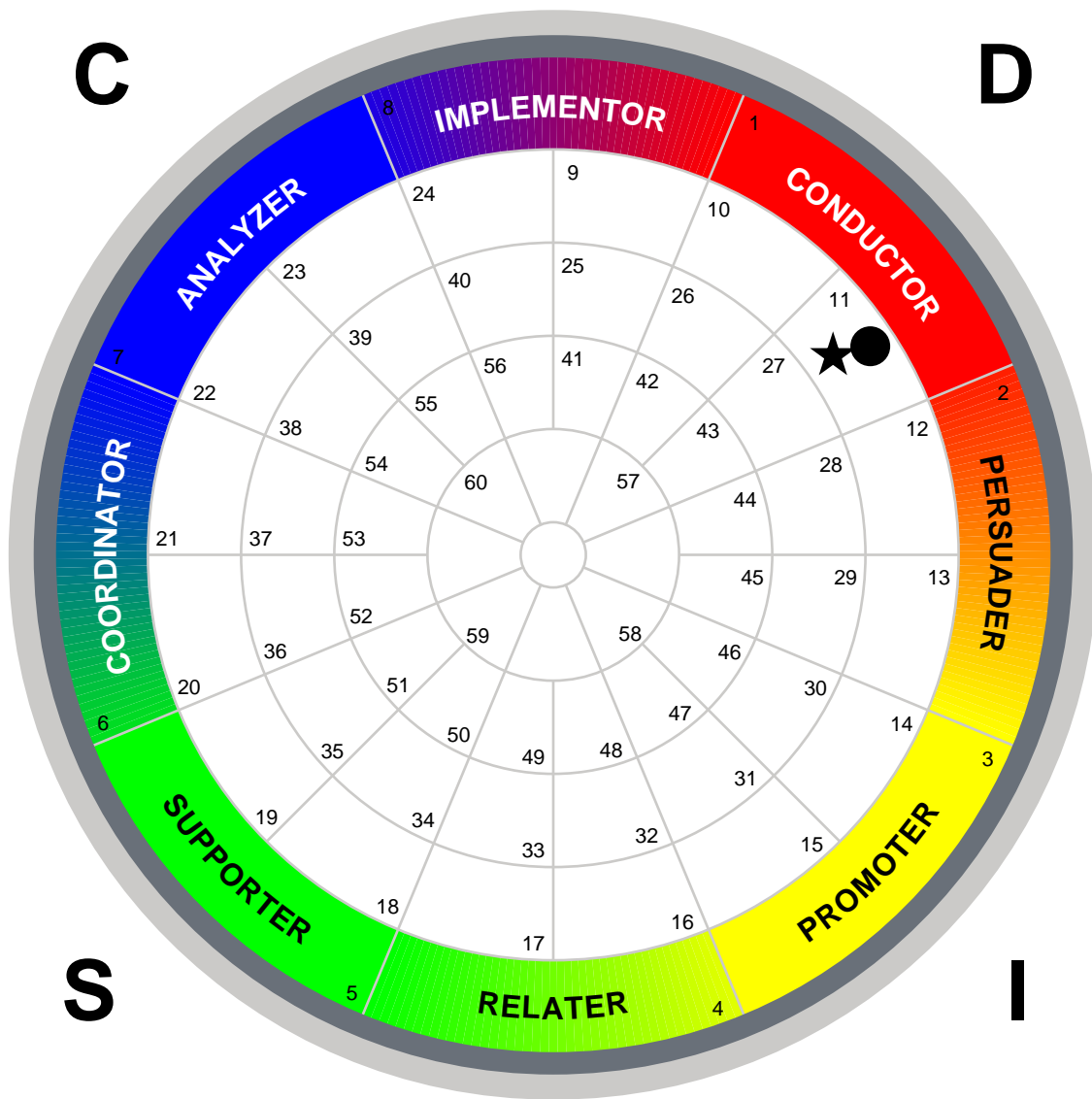
- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

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



Adapted: ★ (11) PERSUADING CONDUCTOR  
 Natural: ● (11) PERSUADING CONDUCTOR

Norm 2011 R4