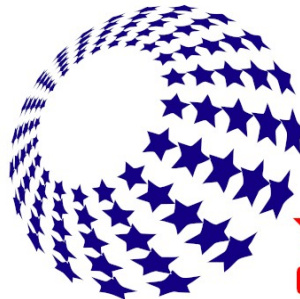




TTI Success Insights®
Customer Service Version



Sara Sample
Company Inc
4-2-2010



**YOUR
COMPANY**

Communicate
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123 St.
Scottsdale, AZ
800-555-5555



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.

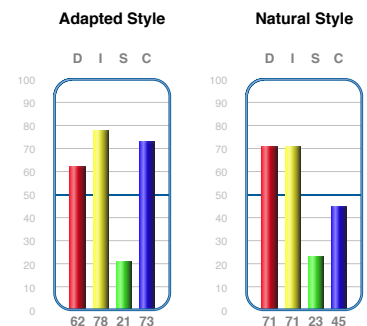
The ability to interact effectively with customers may be the critical difference between success or failure in our work life. Effective customer service begins with an accurate perception of our own work behavioral style. This report was designed to quantify information on how you see your own behavior 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.



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.

Sara needs to learn to relax and pace herself. She may expend too much energy trying to control herself and others. She prefers being a team player, and wants each player to contribute along with her. Most people see her as a high risk-taker. Her view is, "nothing ventured, nothing gained." Many people see her as a self-starter dedicated to achieving results. Sara can be aggressive and direct, but still be considerate of people. Other people realize that directness is one of her great strengths. She may lose interest in a project once the challenge ceases. She may then be ready for another challenging project. She wants to be seen as a winner and has an inherent dislike for losing or failing. She tends to work hard and long to be successful. She is a self-starter who likes new projects and is most comfortable when involved with a wide scope of activities. Sara likes to be forceful and direct when dealing with others. Her desire for results is readily apparent to the people with whom she works. She is goal-oriented and driven by results. She is the team member who will try to keep the others on task. She seeks her own solutions to problems. In this way, her independent nature comes into play. She embraces visions not always seen by others. Sara's creative mind allows her to see the "big picture."

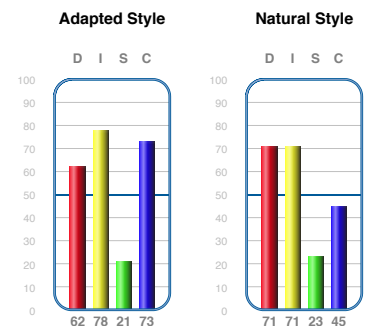
Sara should realize that at times she needs to think a project through, beginning to end, before starting the project. She will work long hours until a tough problem is solved. After it is solved, Sara may become bored with any routine work that follows. Many people see her decisions as high-risk decisions. However, after the decision is made,





she tends to work hard for a successful outcome. She likes to make decisions quickly. When faced with a tough decision, she will try to sell you on her ideas. She finds it easy to share her opinions on solving work-related problems. Sometimes she becomes emotionally involved in the decision-making process. She is a good problem solver and troubleshooter, always seeking new ways to solve old problems.

Sara likes people who give her options as compared to their opinions. The options may help her make decisions, and she values her own opinion over that of others! She likes people who present their case effectively. When they do, she can then make a quicker assessment or decision. She should exhibit more patience and ask questions to make sure that others have understood what she has said. She tends to influence people by being direct, friendly and results-oriented. Sara challenges people who volunteer their opinions. She may lose interest in what others are saying if they ramble or don't speak to the point. Her active mind is already moving ahead. She tends to be intolerant of people who seem ambiguous or think too slowly. She may lack the patience to listen and communicate with slower acting people.



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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:

Pioneering
Competitive
Positive

Assertive
Confident
Winner

OTHERS' PERCEPTION

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

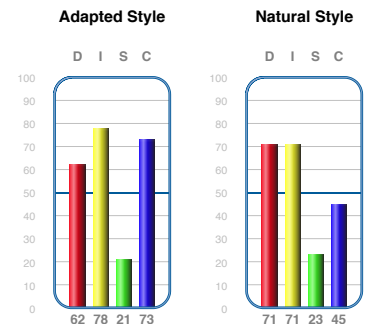
Demanding
Egotistical

Nervy
Aggressive

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

Abrasive
Arbitrary

Controlling
Opinionated



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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	Passive	Cautious
Strong-Willed	Demonstrative	Patient	Conventional
Forceful	Persuasive	Possessive	Exacting
Determined	Warm	Predictable	Neat
Aggressive	Convincing	Consistent	Systematic
Competitive	Polished	Deliberate	Diplomatic
Decisive	Poised	Steady	Accurate
Venturesome	Optimistic	Stable	Tactful
Inquisitive	Trusting	Mobile	Open-Minded
Responsible	Sociable	Active	Balanced Judgment
Conservative	Reflective	Restless	Firm
Calculating	Factual	Alert	Independent
Cooperative	Calculating	Variety-Oriented	Self-Willed
Hesitant	Skeptical	Demonstrative	Stubborn
Low-Keyed	Logical	Impatient	Obstinate
Unsure	Undermonstrative	Pressure-Oriented	Opinionated
Undemanding	Suspicious	Eager	Unsystematic
Cautious	Matter-of-Fact	Flexible	Self-Righteous
Mild	Incisive	Impulsive	Uninhibited
Agreeable	Pessimistic	Impetuous	Arbitrary
Modest	Moody	Hypertense	Unbending
Peaceful	Critical		Careless with Details
Unobtrusive			



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:

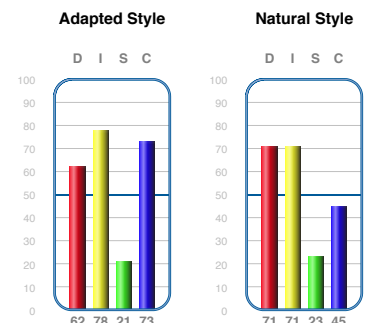
- Fast-paced speech
- Strong personality
- Impatient
- Direct
- Tries to control the situation

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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CUSTOMER SERVICE FLEXIBILITY

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

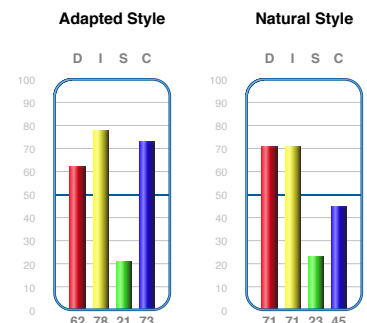
- Warm and friendly
- Impulsive
- Uses many hand gestures while speaking
- Talkative
- Imprecise about the use of time

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



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CUSTOMER SERVICE FLEXIBILITY

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

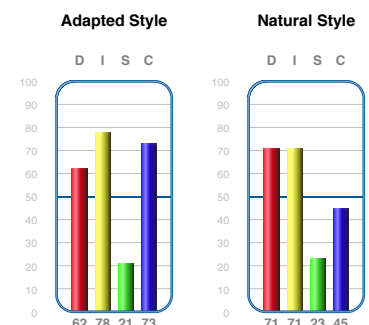
- Patient
- Easy going
- Uses few gestures
- Unemotional voice
- Reserved

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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CUSTOMER SERVICE FLEXIBILITY

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

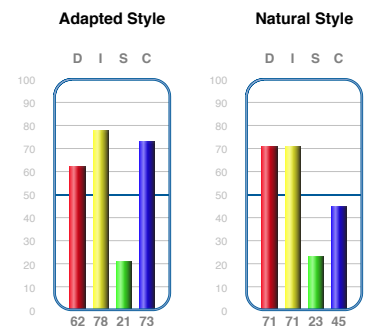
- Speaks slowly
- Asks many questions about facts and data
- Is deliberate
- Uses few gestures
- Unemotional

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

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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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.

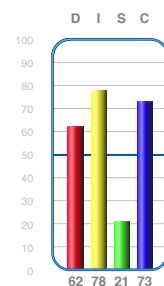
Argumentative, blustering

Create response by challenging in a sincere manner.

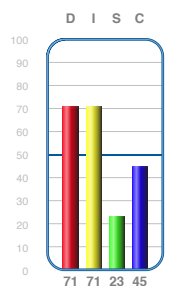
Silent, secretive

Be more personal than usual to draw them out.

Adapted Style



Natural Style



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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 _____

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4-2-2010

MOST

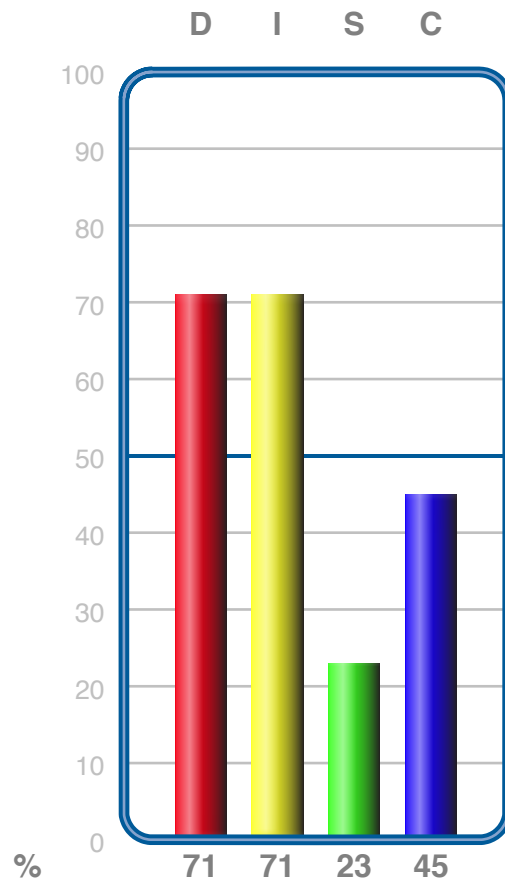
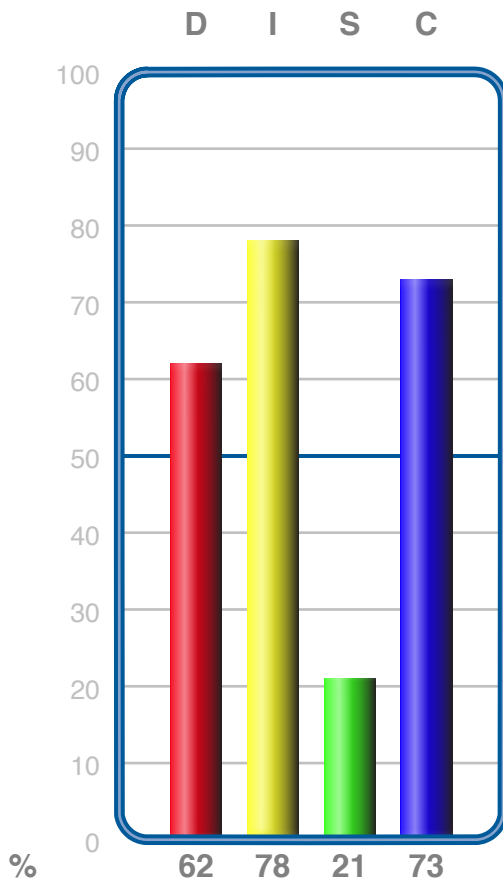
Graph I

Adapted Style

LEAST

Graph II

Natural Style



Norm 2009

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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.

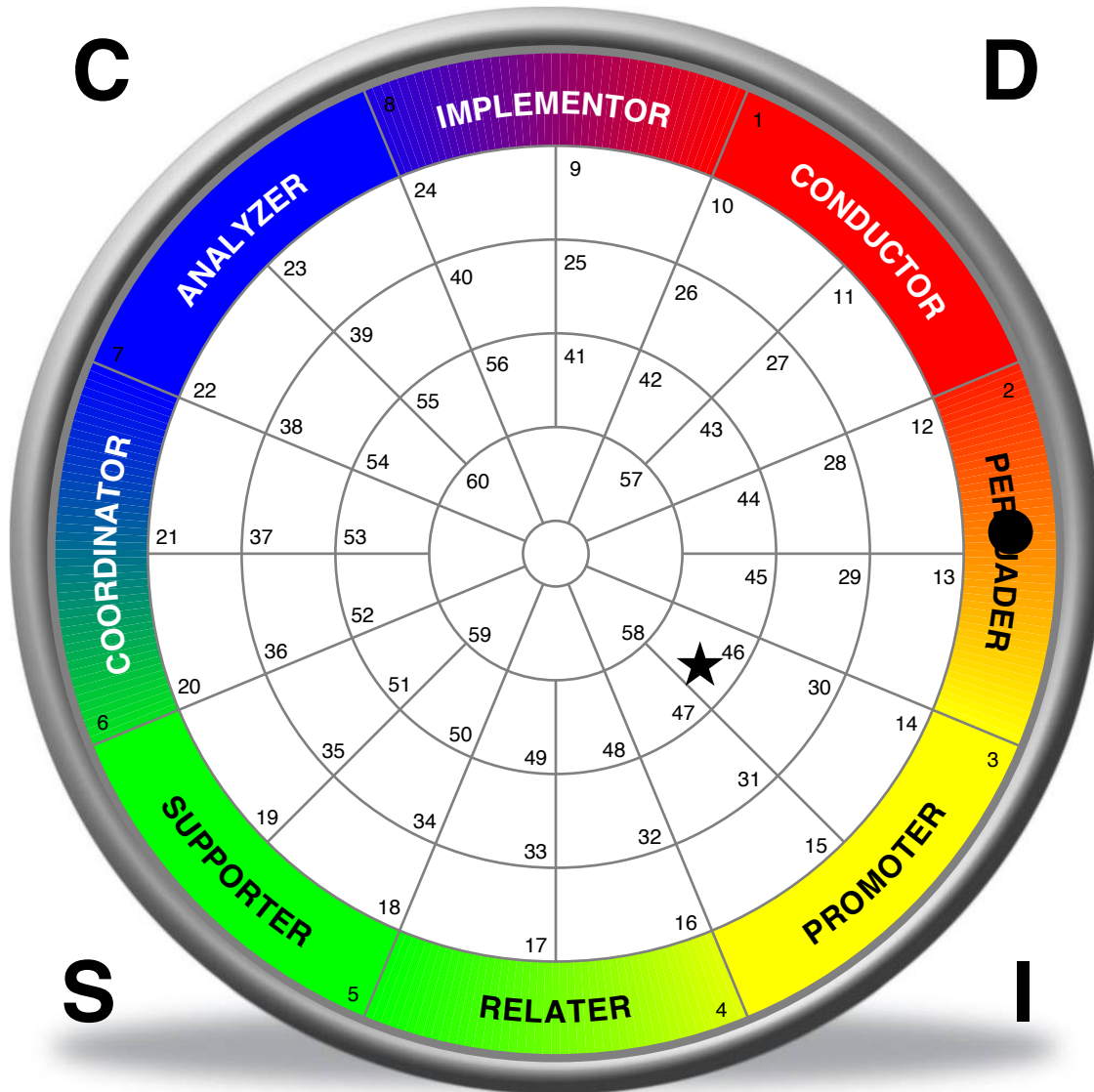
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able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



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Adapted: ★ (46) PERSUADING PROMOTER (ACROSS)

Natural: ● (2) PERSUADER

Norm 2009

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