

Customer Interaction Map



Brett Cooper
with customer
Bob Crachet

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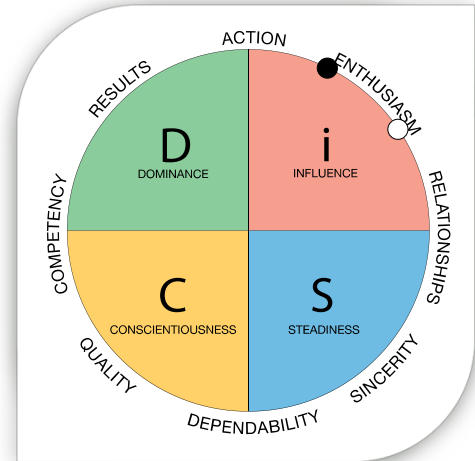


APPENDIX: ADAPTING TO BOB CRACHET, YOUR “i” CUSTOMER

Brett, you indicated that your customer, Bob Crachet, is highly fast-paced and outspoken and highly accepting and warm. Therefore, he probably has an i style. Because you have an iD style, the two of you have both different and similar priorities. Take a look at the comparison and strategies below.

Compared to You, Bob Crachet Tends to Be:

- Just as interested in meeting new people
- Similarly eager to look at new ideas or products
- Just as likely to keep things moving at a fast pace
- Similarly optimistic
- Just as enthusiastic and upbeat
- Less likely to stay on topic



Strategies for Interaction

You ●
Bob Crachet ○

Increase Enthusiasm for the Process

“i” customers are frequently energetic and optimistic, and you probably share their upbeat approach. Bob Crachet often displays a passion for his business, so your tendency to be enthusiastic about your product or service could meet with a receptive response. You are usually more results-oriented than he is, however, so it may be up to you to keep the discussion from going off on tangents.

- Remain friendly and upbeat.
- Maintain your energetic approach.
- Allow your interest in your offer to come through.

Move Toward Productive Action

“i” customers have little interest in complicated analyses or excessive details because they share your tendency to make things happen quickly. Therefore, your preference to summarize information and present brief overviews will suit Bob Crachet's needs. You can also capitalize on your tendencies by focusing on creative or groundbreaking concepts to quickly capture his attention.

- Keep the deal moving forward quickly.
- Emphasize the innovative aspects of your offer.
- Communicate excitement for new possibilities.

Build a Positive Relationship

“i” customers want to get to know the person behind the product or service before committing, and, unlike others with the iD style, you also prioritize building relationships. You're probably willing to be open in sharing your ideas, making discussions easy to maintain, but you usually have more of an emphasis on results than Bob Crachet does. Therefore, it may be up to you to limit small talk if it starts to interfere with the business at hand.

- Share personal stories or anecdotes when appropriate.
- Ask casual, open-ended questions that allow him to tell his stories.
- Show empathy and reassurance when he expresses frustrations, doubts, or difficulties.