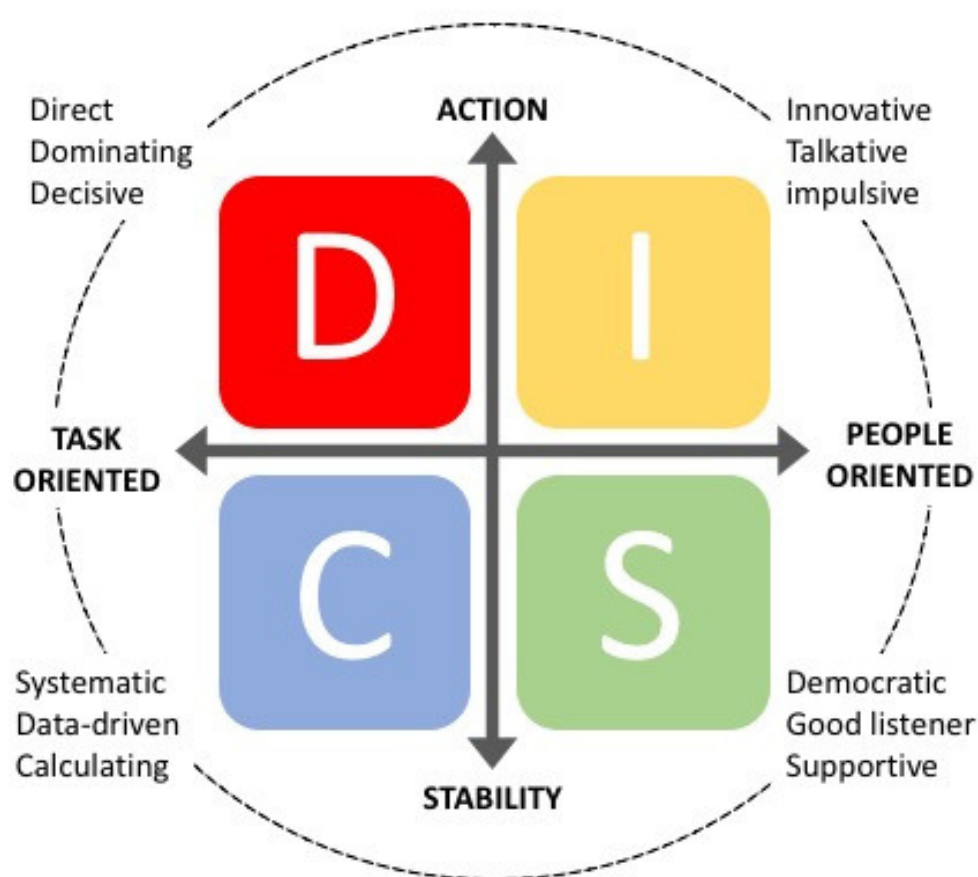


'CHEAT SHEET' TO CUSTOMER COMMUNICATION

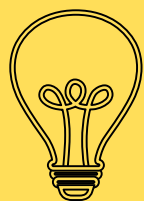


THEY WILL

Work fast, take decisions, take charge, be formal and result-oriented.

YOU SHOULD

Get right to the point, give few effective options and let them take the decision.



THEY WILL

Talk about their personal life, be informal and cheerful. Speak in a high pace.

YOU SHOULD

Treat them like a VIP, respond to their stories, be informal and praise them.



THEY WILL

Listen to your offer, check recommendations, focus on the common good.

YOU SHOULD

Reassure them that they are safe, give them time to feel, talk slowly and be personal.



THEY WILL

Be detail-oriented, ask specific questions, follow protocol and need time.

YOU SHOULD

Give thorough and accurate answers, be patient for questions and ensure safety-feel.