CHEAT SHEET TO CUSTOMER COMMUNICATION

**THEM WILL**
- Work fast, take decisions, take charge, be formal and result-oriented.
- Talk about their personal life, be informal and cheerful. Speak in a high pace.
- Listen to your offer, check recommendations, focus on the common good.
- Be detail-oriented, ask specific questions, follow protocol and need time.

**YOU SHOULD**
- Get right to the point, give few effective options and let them take the decision.
- Treat them like a VIP, respond to their stories, be informal and praise them.
- Reassure them that they are safe, give them time to feel, talk slowly and be personal.
- Give thorough and accurate answers, be patient for questions and ensure safety-feel.

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