

Improving Customer Service

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Customer Service Problems Happen...

- You didn't do something you were supposed to
- You did something you were not supposed to
- "I thought s/he said..."
- "They weren't listening, I told them I would be ready"
- **Often these problems stem from a miscommunication**

Social Programming...

- Children should be seen and not _____
 - Treat people like you _____
 - Respect your _____
 - “Just the facts mam, nothing but the _____”
-
- Have these ideas negatively impacted how you communicate with others?

D.I.S.C. – 4 Model Communication Theory

Compliant

Dominant

task oriented
facts/analytical
cold & prickly

detailed
good listener
introverted

big picture
talker
extroverted

Steady Relator

people oriented
emotional
warm & fuzzy

Influencer

D.I.S.C. – 4 Model Communication Theory

Compliant

23% Cdns.

Dominant

10% Cdns.

31% Cdns.

**36% Cdns.
44% Women
44% “Gen Y”**

Steady Relator

Influencer

D.I.S.C. – 4 Model Communication Theory

Compliant

Logical
Process Oriented
Precise
Highly Detailed

Great Listener
Patient
Thorough
Supportive

Steady Relator

Dominant

Strategic
Results Oriented
Quick Decision Maker
Competitive

Idea Generator
Loves “center stage”
Spontaneous
Enthusiastic

Influencer

D.I.S.C. – 4 Model Communication Theory

Compliant

Perfectionist

Plan, Plan, Plan, Plan

Cold

Analysis/Paralysis

Dislikes change

Slow decision maker

Collaborative Everything

Dislikes conflict

Steady Relator

Dominant

Dictatorial

Demanding

Forgets Feelings

Poor Listener

Disorganized

Over Promises

Self Centered

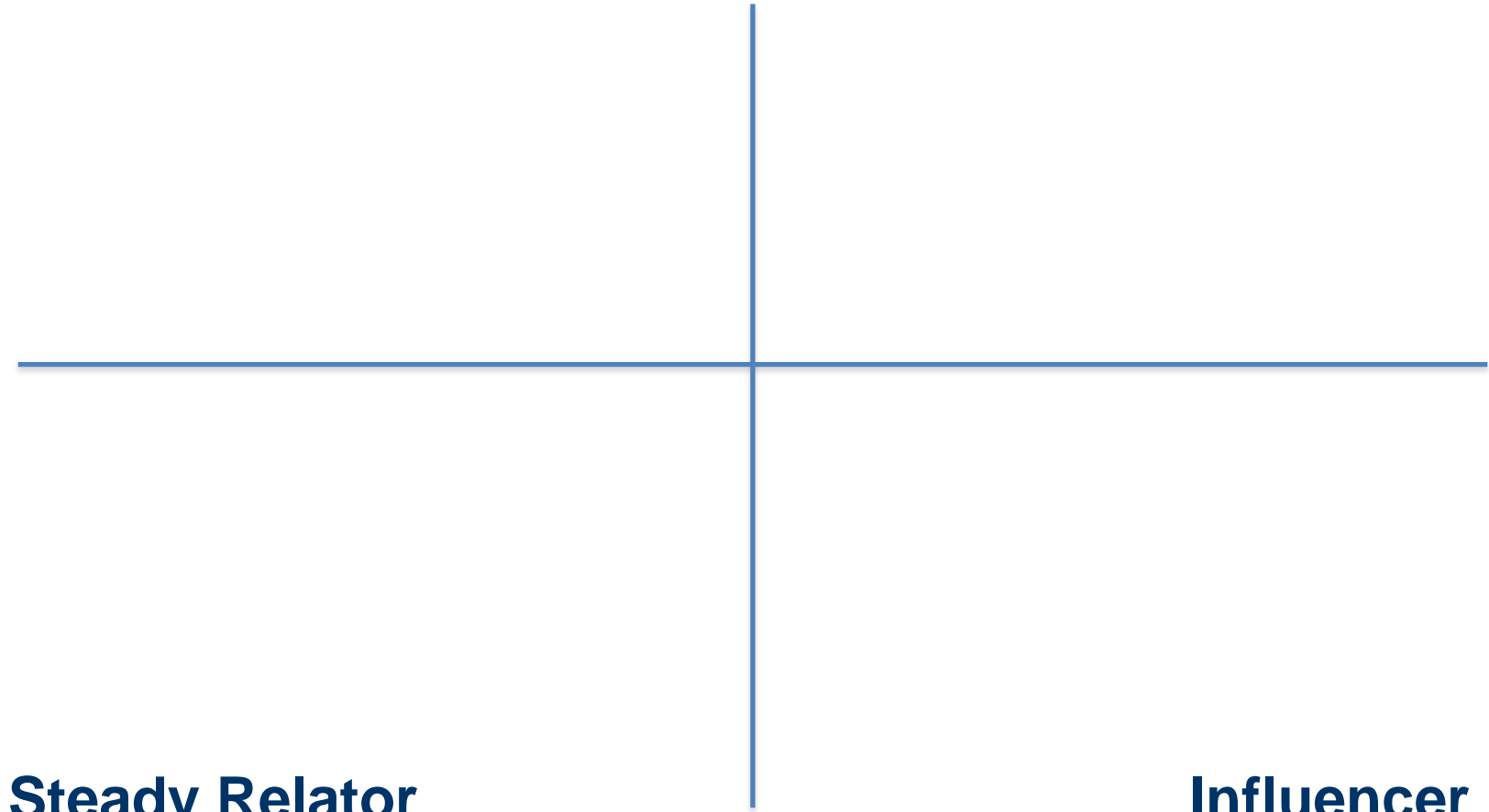
Poor Listener

Influencer

D.I.S.C. – How to Communicate Well

Compliant

Dominant



Steady Relator

Influencer

D.I.S.C. – How to Communicate Well

Compliant

Provide facts
Info in advance
In writing is better
Stick to the subject

Be patient, build trust
Involve them in process
Draw out opinions
Slow down approach

Steady Relator

Dominant

Get to the point
High level info only
It's not about feelings
Bottom line benefits

Socialize first
Be energetic, have fun
Let's involve people
Let them speak

Influencer

Where & How Can You Use this Info?

- At your tables, discuss where & how you can use this information in your business
- How might this information change your Customer Service Interactions?
- Who is responsible for making the communication effective?

Practice Applying D.I.S.C.

- One Person pretend to be a “S”
- Another Person pretend to be a “D”
- S-Style is telling the D-Style customer about landscape plans for the backyard

Practice Applying D.I.S.C.

- One Person pretend to be a “I”
- Another Person pretend to be a “C”
- C-Style is telling the I-Style customer about landscape plans for the backyard

How can we Apply D.I.S.C. in our world?

- Listen on the telephone to details or absence of details
- Listen on the telephone to energy/volume of speaking – D & I = louder
- Identify who speaks first when you meet them – D & I say Hello first
- Complete the D.I.S.C. report yourself to learn more about yourself

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"Taking Flight! is packed with life-changing insights about you and everyone you know. You'll never look at people quite the same way again."

—**MARSHALL GOLDSMITH**

Author of *What Got You Here Won't Get You There*



Taking Flight!

Master the DISC Styles to Transform
Your Career, Your Relationships...Your Life



Merrick Rosenberg & Daniel Silvert



Could Your Company Benefit from Communications Training?

Thank you for Attending

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