

Understanding the Customer Psyche: The Role of Behavioral Styles in Serving Others

Course Description: Through use of several behavioral style surveys, participants will determine their own behavioral style preferences as well as those of their customers. By recognizing style characteristics, service providers can better determine approaches to communication, conflict resolution, information gathering and needs satisfaction. Small group activities are included to allow free flowing dialogue and sharing of personal experiences which can enhance knowledge and appreciation for the power of behavioral style recognition.

Learning Outcomes: At the end of this session and when applying concepts discussed and demonstrated, participants will be able to:

- Identify your own behavioral style preference
- Recognize how the style preference of your customer can influence interactions with them
- Develop better communication approaches for dealing with others
- Resolve conflict with someone whose style differs from your own

Learning Strategies: Small group discussion
Lecture
Self-assessment (behavioral styles profile)
Customer behavioral style survey
Brainstorming
Video

Who Should Attend? Anyone who interacts with internal or external customers

Course Duration: One (1) Day

Prerequisites: None