

Cracking the Communication Code

The Customer Service and Support Professionals

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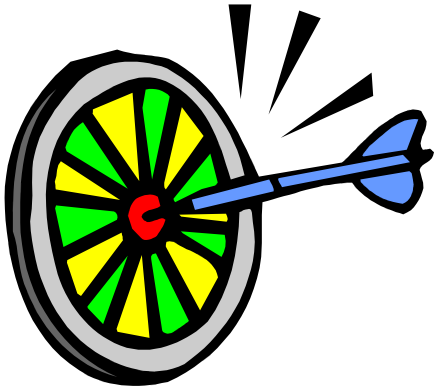
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- 1** Table of contents
- 2** Communicate, communicate, communicate!
- 3** Communication style self-assessment
- 4** What's your style...what are your strengths?
- 5** What are your challenges?
- 6** Adjusting your style to influence the response
- 7** Adjusting your style...a specific scenario
- 8** Your action plan
- 9** Additional communication style self-assessment



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Communicate, communicate, communicate!



Common deviations from our intent:

- Defending ourselves
- Saving face
- Seeking revenge
- Avoiding embarrassment
- Wanting to win...

Give up the need to be right!

4 important factors in communication

1 Intent

Purpose—what you want

2 Criteria, Expectations or Needs

Relevant factors to be taken into consideration

3 Content

Subject—what we end up talking about

4 Process

How we look _____ %

How we sound _____ %

Words we choose _____ %



IF our message is incongruent!

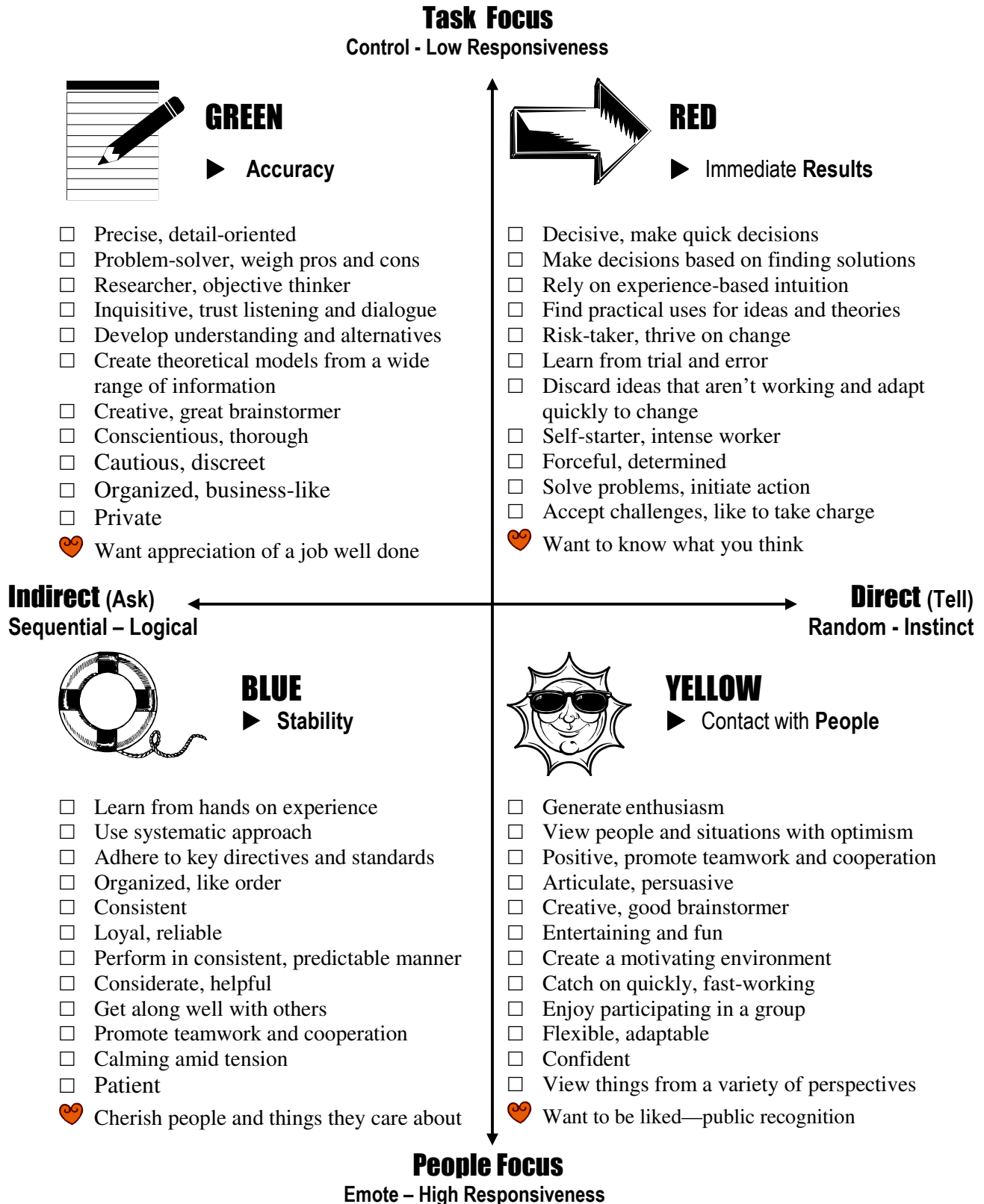
Communication style self-assessment

DIRECTIONS: Working across each horizontal row of four words, place a 4, 3, 2 or 1 in the space in front of each word. Numbers range from **4** being **most like you** to **1** being **least like you**. For accurate analysis, it's important that you use each number only once in each horizontal row of words. You will be timed, so move quickly and write down your *first reaction*. When you have written a number in the space in front of each word, total the columns vertically and write the total in the space at the bottom.

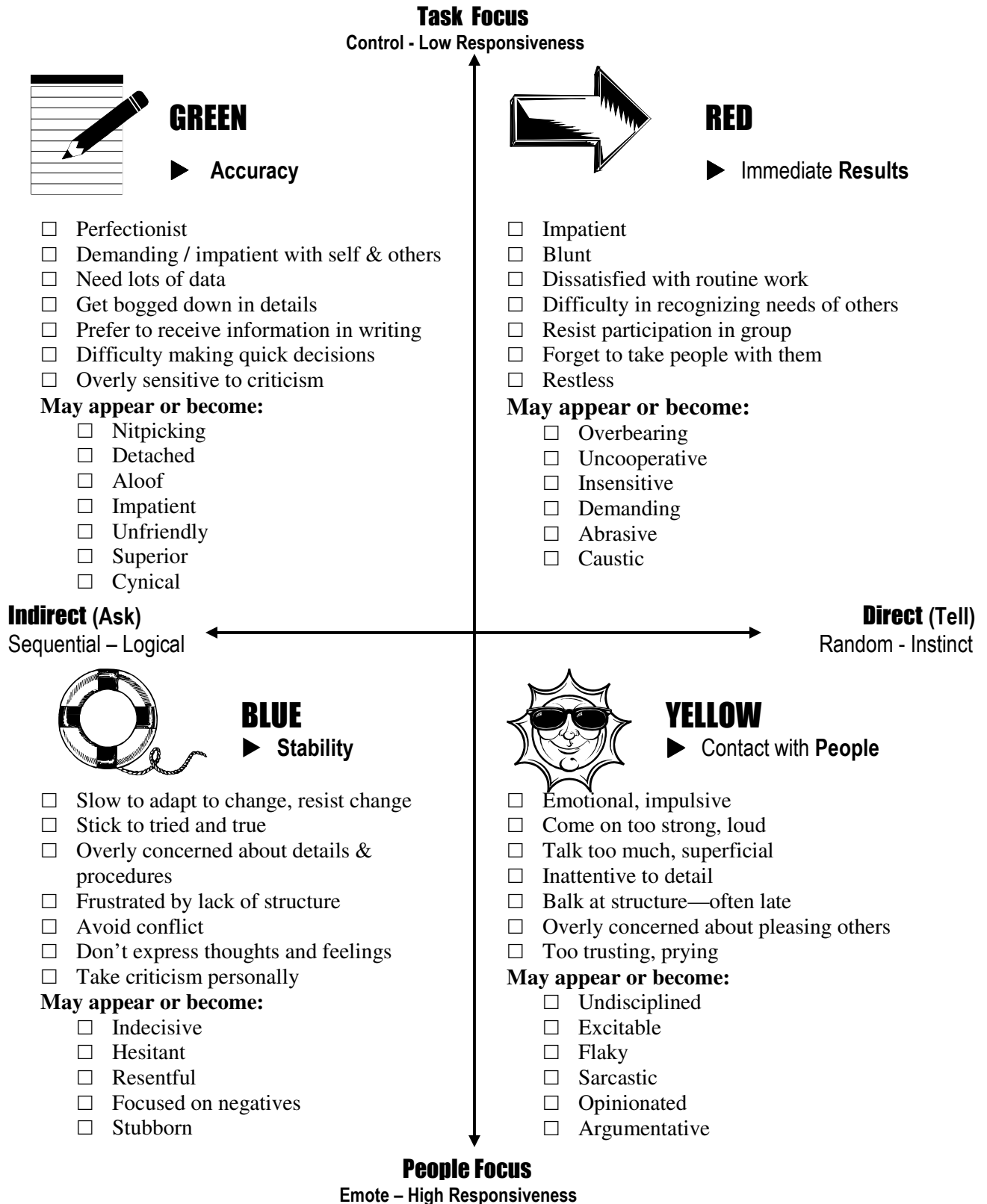
You're focusing on which **role**? _____

_____	_____	_____	_____
___ Accurate	___ Direct	___ Friendly	___ Patient
___ Systematic	___ Adventuresome	___ Persuasive	___ Loyal
___ Judgmental	___ Stubborn	___ Impulsive	___ Passive
___ Competent	___ Self-reliant	___ Confident	___ Neighborly
___ Conventional	___ Forceful	___ Optimistic	___ Gentle
___ Restrained	___ Quick	___ Colorful	___ Even-tempered
___ Practical	___ Outspoken	___ Emotional	___ Predictable
___ Perfectionist	___ Impatient	___ Talkative	___ Easy mark
___ Law-abiding	___ Self-directed	___ High-spirited	___ Good listener
___ Cautious	___ Risk-taker	___ Playful	___ Content
_____	_____	_____	_____

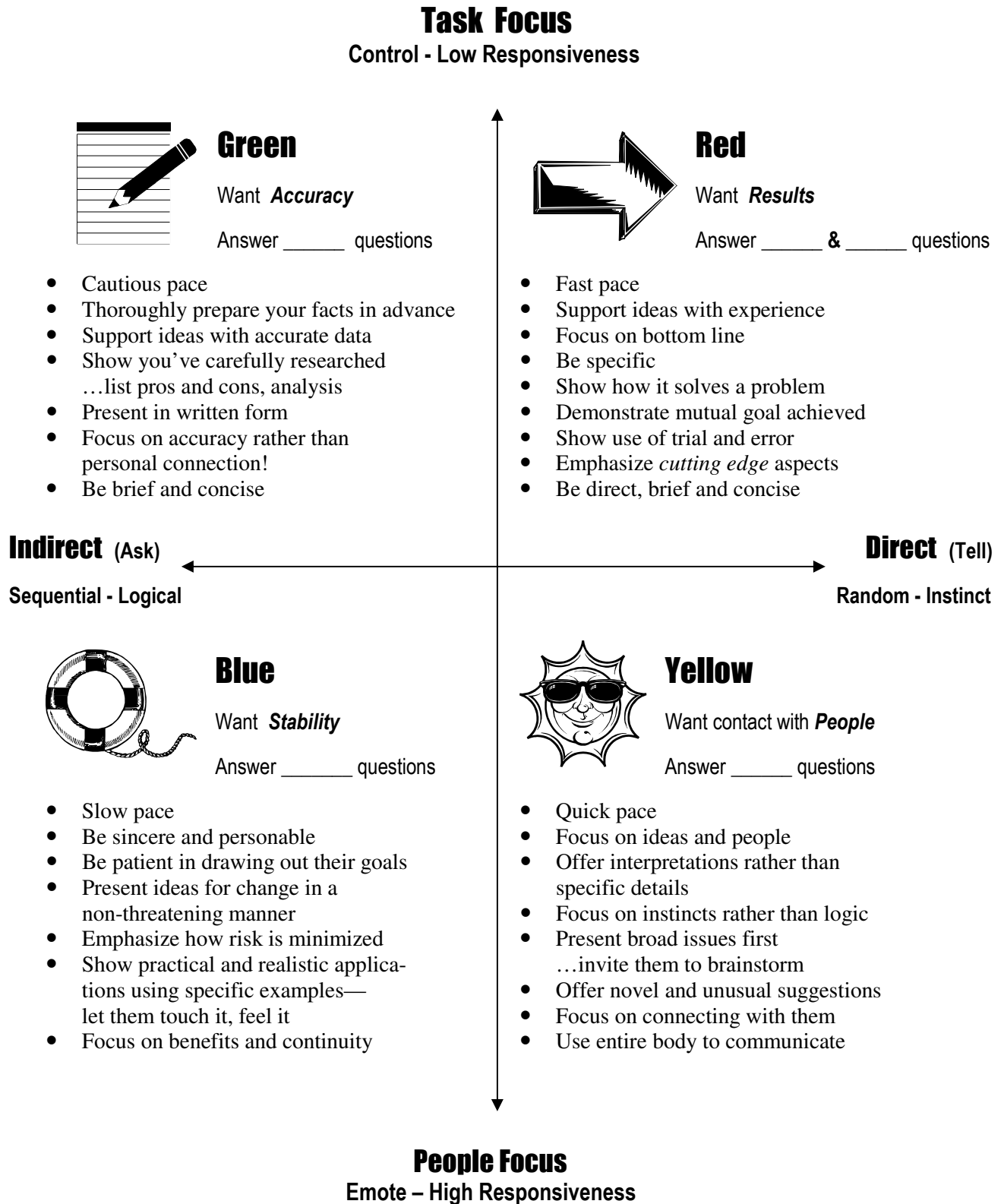
What's your style—what are your strengths?



What are your challenges?



Adjusting your style to influence the response you receive

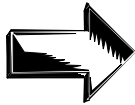


Adjusting your style—a specific scenario

The person you're approaching is a



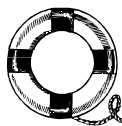
Green



Red



Yellow



Blue

Directions: In small groups, you will have five minutes for discussion and decision-making. Assume the person you're approaching is the color (communication style) you have been assigned. As a group, review the recommendations for *Adjusting your Style* for that color on page eight.

Use the following scenario:

A customer calls about a situation a team member was researching for them. The team member (rep/agent) didn't capture the data in their CRM/Call Handling System and they're out for the day. Now you must ask the customer all the questions over again, research their request and get back to them. Needless to say, the customer is NOT happy about this!

Two hours later the customer's request is complete and you are on to other business, yet you are upset at having been put in this situation in the first place. You want to talk with your co-worker (or report, if you are a manager) about what happened and discuss how to avoid this situation in the future.

As a group, decide:

How would you approach the person you need to talk to?

What will you SAY?

What supporting materials would you include?

Where might you meet with them?

Anything else you need to take into consideration or do?

When the entire group reconvenes, we'll hear suggestions from each group on how to best approach the person with whom they need to talk.



Your action plan



Something I do well and will continue to do as I communicate with customers and co-workers

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.....

Habit is habit, and not to be flung out of the window by any man, but coaxed downstairs a step at a time.

—Mark Twain



An aspect(s) of my communication style that I may need to adjust to get a more positive response from customers and co-workers

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.....

You cannot teach a person anything. You can only help them discover it in themselves.

—Galileo

Not everything that is faced can be changed; but nothing can be changed that is not faced.

—Franklin D. Roosevelt

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