

## Empathy Management

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### How to increase efficiency by 'Reading People'

#### The Purpose of this course

Good management is about getting people to do what needs to be done. Good 'people managers' understand that people need to be treated differently, because they are different - in the way they see the world, their work and their colleagues and customers. In fact, psychologists tell us that about 90% of people's behaviour is driven from their personality, not just their skills and knowledge. This intensive course shows the manager how to 'read' their people's personality and thus how to create a communication and motivation strategy that will work for that individual. The Empathy approach is fun to learn, easy to apply and instantly effective in helping employees be more productive.

#### Benefits of the course

Many managers will tend to deal with their staff and their peers in one way, usually based on their own needs. The key to good management is flexibility - being able to change your style in order to deal with different people in the best way. This practical and fun course gives managers the necessary tools to quickly read people, understand them and create an effective strategy to manage any personality type. It will give an insight into why 'difficult' people behave in the way that they do. Participants will leave with a new insight into their own and their people's behaviour, and with the ability to create the best strategy for each person and situation.

#### Who will benefit

Any manager or team leader who needs to manage or lead more effectively. Whatever the manager's level of experience, this course will provide a uniquely easy-to-use approach to understanding behaviour and formulating appropriate strategies.

#### Course content

During the course delegates will learn:

- *About each of the 7 personality desires*
- *About their own personality style and how others see them*
- *A simple model to 'read' people based on these personality desires*
- *To quickly 'read' the mix of these desires to better handle their staff*
- *To create new communication and motivation strategies for different team members in order to increase their people's effectiveness*

#### How quickly can it be applied?

From the course the manager will be applying the Empathy Management concept to their own situations – both at home and at work. Working out people's personality desires is not only easy and fun, it's also profitable as it enables them to select and immediately apply the best communication or motivation strategy for each team member.

## Empathy Selling

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### How to increase business by 'Reading People'

#### The Purpose of this course

Most buying decisions are made on emotions. This intensive course shows experienced salespeople how to quickly read their prospects' inner personality desires (their Empathy Styles) which drive buying decisions and evaluate which sales strategy will most quickly lead them to close the sale. The Empathy approach is fun to learn, easy to apply and incredibly effective in increasing business.

#### Benefits of the course

Most salespeople tend to be better able to sell to those people who have a similar personality to themselves. They are typically less successful in selling to personalities that are different and to those they naturally don't really get on with. This limits their effectiveness and therefore reduces their success in closing business. This practical and fun course gives them the necessary tools to quickly read people, understand them and effectively sell to any personality type. This course will greatly improve the chances of winning business and increase closing ratios.

#### Who will benefit

Empathy Selling is a 'must have' course for anyone who has a key part to play in the relationship with prospects and customers. This includes people from sales, management, pre-sales, consultancy, services, support, training and customer services.

#### Course content

During this intensive course delegates will learn:

- *About each of the 7 personality desires*
- *About their own personality desires and how others see them*
- *A simple model to 'read' people based on these personality desires*
- *To quickly 'read' the mix of these desires to better handle their prospect*
- *To adapt their behaviour with different sales strategies for different prospect personality styles in order to maximise sales.*

#### How quickly can it be applied?

From the course salespeople will be applying the Empathy Selling concept to their own situations - both at home and at work. Working out their prospect's personality desires is not only easy and fun, it's also profitable as it enables them to select and immediately apply the best sales strategy for the prospect and close that deal.

## Empathy Customer

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### How to deal with your customers by 'Reading People'

#### **The Purpose of this course**

Good 'customer service' is particular to that customer; we all enjoy being dealt with as individuals. But when the person serving us, whether it's retail or business to business, has an approach which is either 'standard' or impersonal, then the company is likely to lose our goodwill and potentially our custom. The Empathy Customer Approach is designed to give customer service personnel the ability to quickly 'read' their customers and then to adopt the best approach for that particular person or group. Its purpose is to increase the awareness and flexibility of people serving customers or clients, whether on the phone, by email or face-to-face, in order to increase the satisfaction experienced by the customer.

#### **Benefits of the course**

Customer-facing staff will be given a unique way of reading their customers and of developing the best customer approach for each customer. They will also gain an insight into their own behaviour - what makes them frustrated or upset, and how they can more effectively deal with these negative feelings. They will become more aware of their own reactions to people and situations, and will be able to handle 'difficult' customers with more skill. The ability to understand people and thus to deal with them in the best way can create a new confidence in the delegate that can be very helpful in customer contact situations.

#### **Who will benefit**

Anyone who has to deal with customers or clients in order to sell, to manage an order, to gain information or to handle 'upset' customers. The customer or client contact may be face-to-face, on the phone or on email. The approach is simple to learn and easy to apply. It's also great fun and people enjoy applying the ideas in their private lives as well as at work.

#### **Course content**

During the course delegates will learn:

- *About each of the 7 personality desires*
- *About their own personality desires and how others see them*
- *A simple model to 'read' customers based on these personality desires*
- *To quickly 'read' the mix of desires to better handle their customers*
- *To quickly adapt their approach for different customers and situations based on the customer's desires, in order to get the most profitable 'customer contact' experience*

#### **How quickly can it be applied?**

Delegates are encouraged to think about their own customers during the course, and how their approach could be more effective. Thus they will look forward to and will enjoy applying the Empathy Customer Approach to their customer contacts the very next day.

## Empathy for Call Centre Staff

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### How to achieve excellent customer service - by 'Reading People'

#### **The Purpose of this course**

Excellent customer service is particular to that customer; we all prefer to be dealt with as an individual. But when the person dealing with us has an approach which is either 'standard' or impersonal, then we may well switch-off and then the company is likely to lose our goodwill and potentially our business. The Empathy 5-InStep Approach is designed to give the call centre personnel the ability to very quickly 'read' their customers and then adopt the best approach for that particular customer. Its purpose is to increase the awareness and flexibility of call centre personnel in order to enable them to turn an ordinary customer experience into an extraordinary experience.

#### **Benefits of the course**

The call centre personnel will be given a unique way of reading their customers and of developing the best approach for each customer and for each segment of the call. They will also gain an insight into their own personality style and why they react in the way that they do and how they can more effectively adapt their behaviour to other personality styles. As they will become more aware of their own reactions to others and will be able to handle more 'difficult' customers with more skill. The ability to understand people and thus deal with them in the best way not only creates a new confidence but also increases self-motivation which in turn will contribute to achieving excellent customer experience.

#### **Who will benefit**

All call centre staff whether they are making out-bound calls or receiving in-bound calls. Whether they are dealing with complaints, queries or selling. The approach is simple to learn and easy to apply and above all overlays your existing call process. It's also great fun to learn and people enjoy applying the ideas in their private lives as well as at work.

#### **Course content**

During this intensive course delegates will learn:

- *About each of the 7 personality styles*
- *About their own personality style and why they react in the way that they do*
- *How to recognise the styles in each client within the first few seconds of the call*
- *How to remain neutral at the beginning of the call*
- *How to deal with each individual style uniquely in each segment to the call*

#### **How quickly can it be applied?**

From the course, call centre personnel will be applying the Empathy 5-InStep Approach immediately and with great effect. Working out the callers' personality style is not only easy and fun, but it's also creates an extraordinary customer experience as it enables them to deal with the customer in the way that they want to be dealt with, at all stages of the call.