

# Customer Interaction Map

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ASSESSMENT TO ACTION.

**Donna Schumell**  
with customer  
**Dave N**

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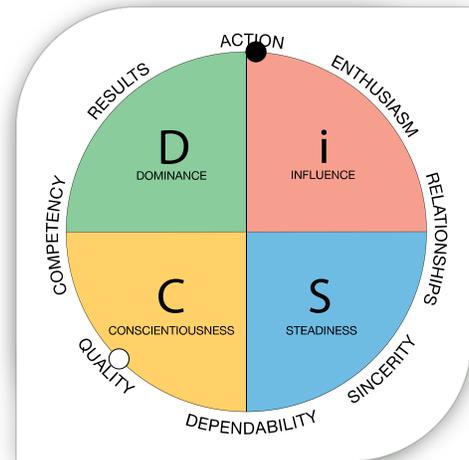


# APPENDIX: ADAPTING TO DAVE N, YOUR “C” CUSTOMER

Donna, you indicated that your customer, Dave N, is highly cautious and reflective and highly questioning and skeptical. Therefore, he probably has a C style. Because you have an iD style, the two of you have some different priorities. Take a look at the comparison and strategies below.

## Compared to You, Dave N Tends to Be:

- More likely to question others’ conclusions
- More focused on the dependability of products and services
- More analytical and logic-focused
- Less interested in controlling the discussion
- Less focused on results
- Less likely to rely on intuition or gut instinct



## Strategies for Interaction

### Emphasize High Quality

“C” customers want to be assured that they are committing to the best, and they may scrutinize any offer for deficiencies. If you give an enthusiastic presentation that glosses over specifics and skips the details, Dave N may be skeptical or irritated. It may be helpful, therefore, for you to keep your passion for your offer in check and concentrate on fulfilling his need for solid evidence of high quality.

- Emphasize the advantages of your product or service.
- Refrain from overly enthusiastic claims or exaggeration.
- Have as many details and facts at your fingertips as possible.

### Display Expertise and Competency

“C” customers expect a high level of expertise from the people they do business with. Dave N wants to stick to business, so he may not appreciate emotional appeals. He prefers people who can present their offers in a factual and rational manner. He is much more likely to see you as competent and trustworthy if you make a logical case for your offer and avoid coming across as overly enthusiastic or too fast-paced.

- Give him space to analyze decisions.
- Earn his trust and respect by showing him your knowledge and competence.
- Use a healthy dose of logic when presenting information.

### Address the Need for Dependability

“C” customers want to see evidence that a product or service is dependable and sound. For this reason, Dave N may not respond well if you press for decisive action before he has had time to analyze all the issues. He wants time to consider his options, so avoid pushing for quick commitments and breakthrough ideas and let him know you can be counted on to consider his long-term needs.

- Avoid rushing him for decisions.
- Provide the logic and reasoning behind your suggestions or conclusions.
- Give him space to analyze your offer.