Ulisse

Soft Skills for Employability

FOCUS ON CUSTOMERS

Ulisse Soft Skills for Employability

Co-funded by the Erasmus+ Programme of the European Union

Università di Pisa

University of Latvia

Universitas Miguel Hernández

P. Porto ISCAP

Erre Quadro Research over Research

WHY?

So, you want to be a writer? *Charles Bukowski*

WHAT IS

- a person who buys goods or services from a shop or business
  (Mr Harrison was a regular customer at the Golden Lion)

- a person of a specified kind with whom one has to deal.
  ("he's a tough customer«)

An **individual** or **business** that purchases another company's goods or services.

WHAT IS CUSTOMER – FOCUSED?

- Paying great attention to the **needs** and **opinions** of customers.

- <u>Wider explanantion:</u>

  Customer focus is a **business philosophy** that places the customer at the **center** of all business development and management decisions.

  It is a marketing approach also, that involves products and services to be developed around **consumer's preferences**.

Excercise «Our assumptions»

- **«I woke up early today!»**

At what time did she wake up?

- **«He smokes too many cigarettes a day»**

How many cigarettes does he smoke a day?

- **«I am currently overweight»**

How many kilograms does she weigh?

- **«He has a very good salary»**

How much is his salary?

WHAT IS ALSO YOUR

Your boss

Colleagues

Other related institutions

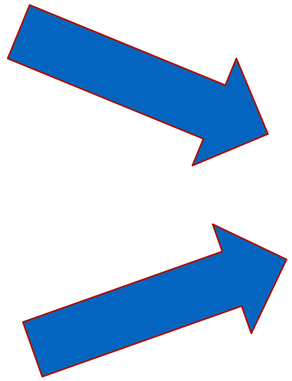
WHAT IS CUSTOMER?

Individual costumer

- Individual choice

Business company

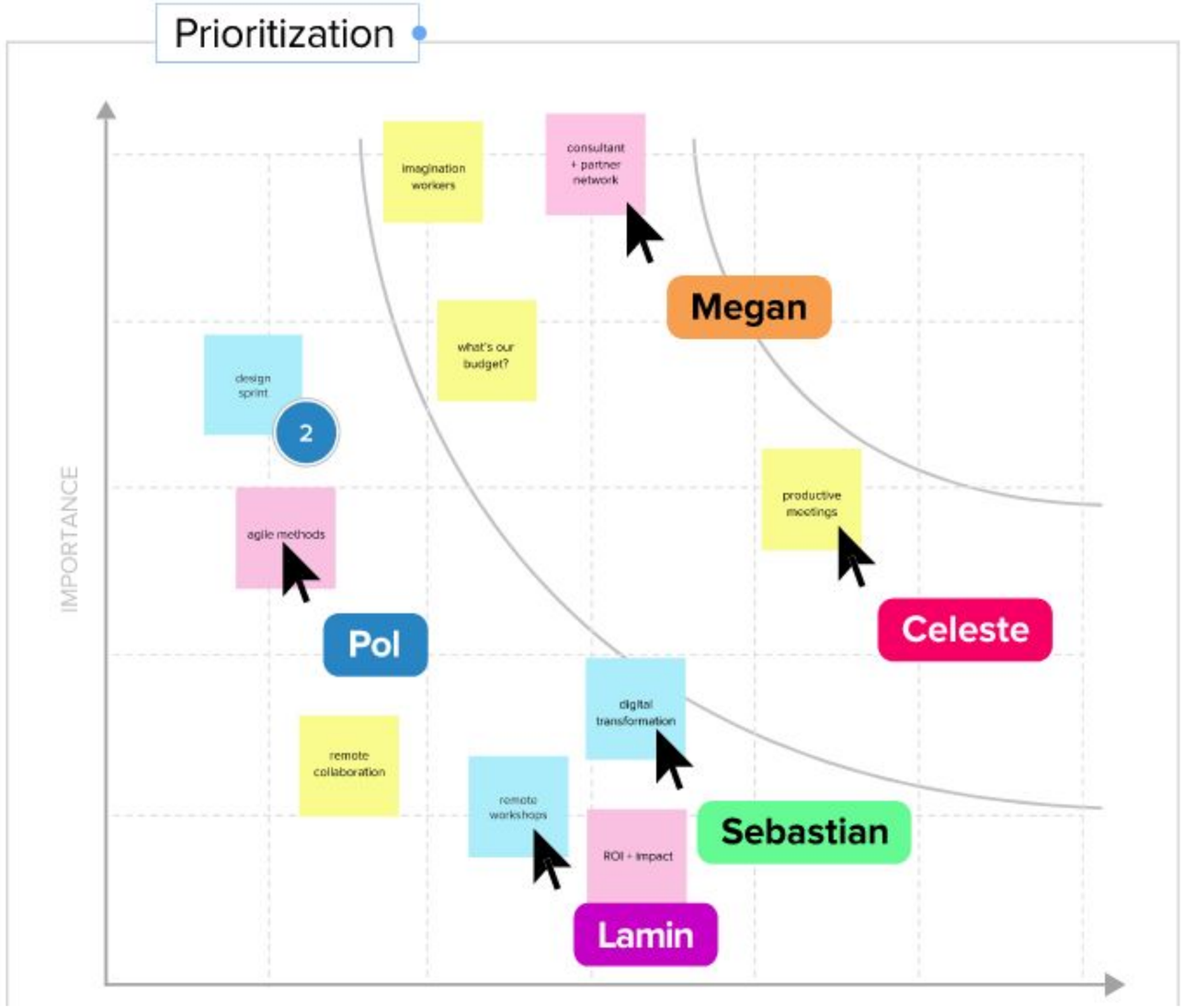
- Decision maker
- (related to business companies' strategy/subjective circumstances



Individual choice

WHAT DOES CUSTOMER BUY?

MURAL Workshop
https://www.mural.co/



WHAT DOES CUSTOMER BUY?

People don’t buy products.

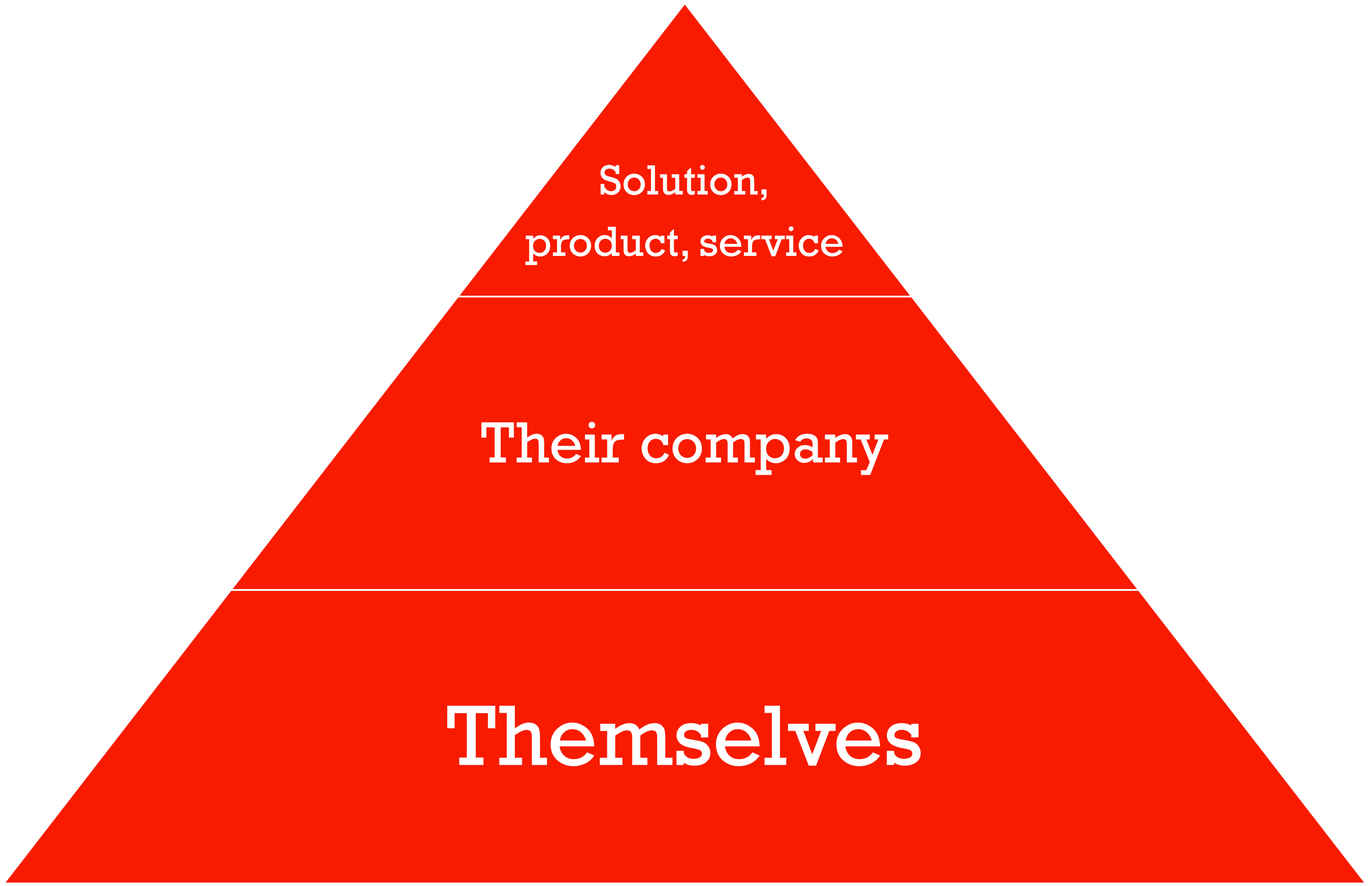
They buy a **SOLUTION** to their PROBLEM.

They buy the **OUTCOME** they really desire.

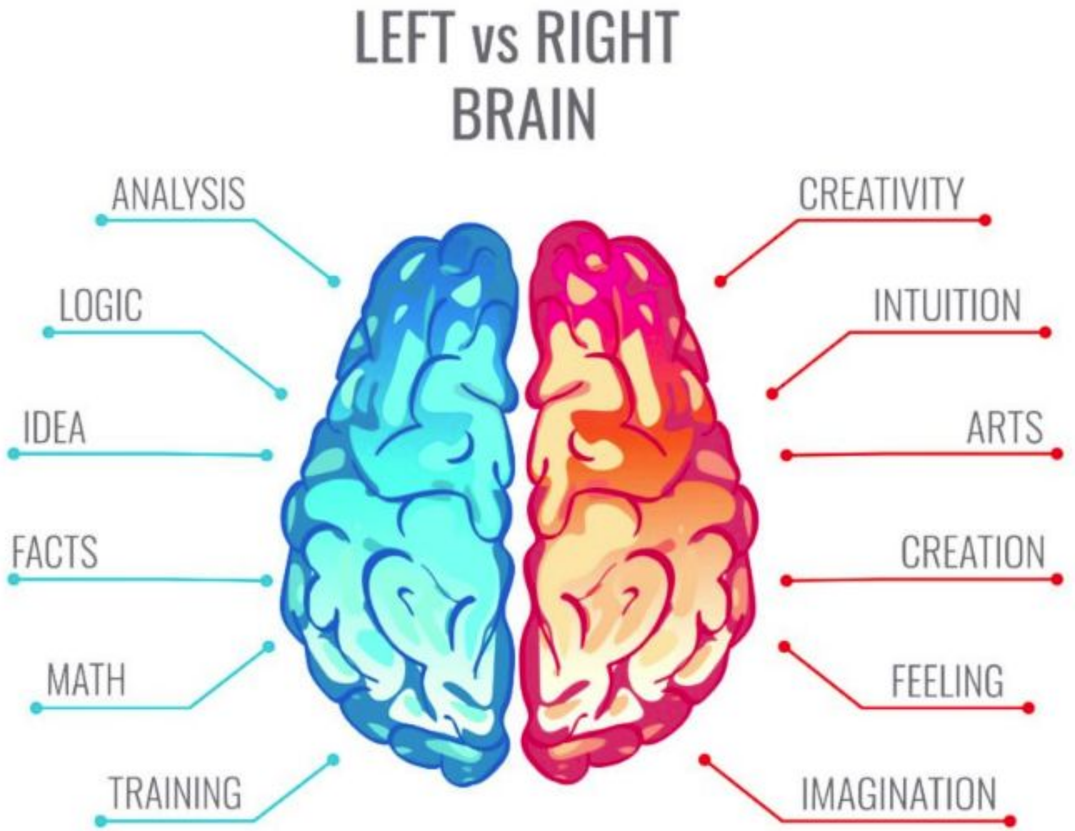
They are ultimately buying a **TRANSFORMATION** they want in their lives.

PEOPLE BUY IN THIS ORDER…..

EFFECTIVE PEOPLE SELL IN THE SAME ORDER



How does the brain work?



Source: https://www.lucidmindcenter.com/right-brain-left-brain-test/

THREE UNASKED QUESTIONS PEOPLE HAVE WHEN THEY MEET OTHER PEOPLE

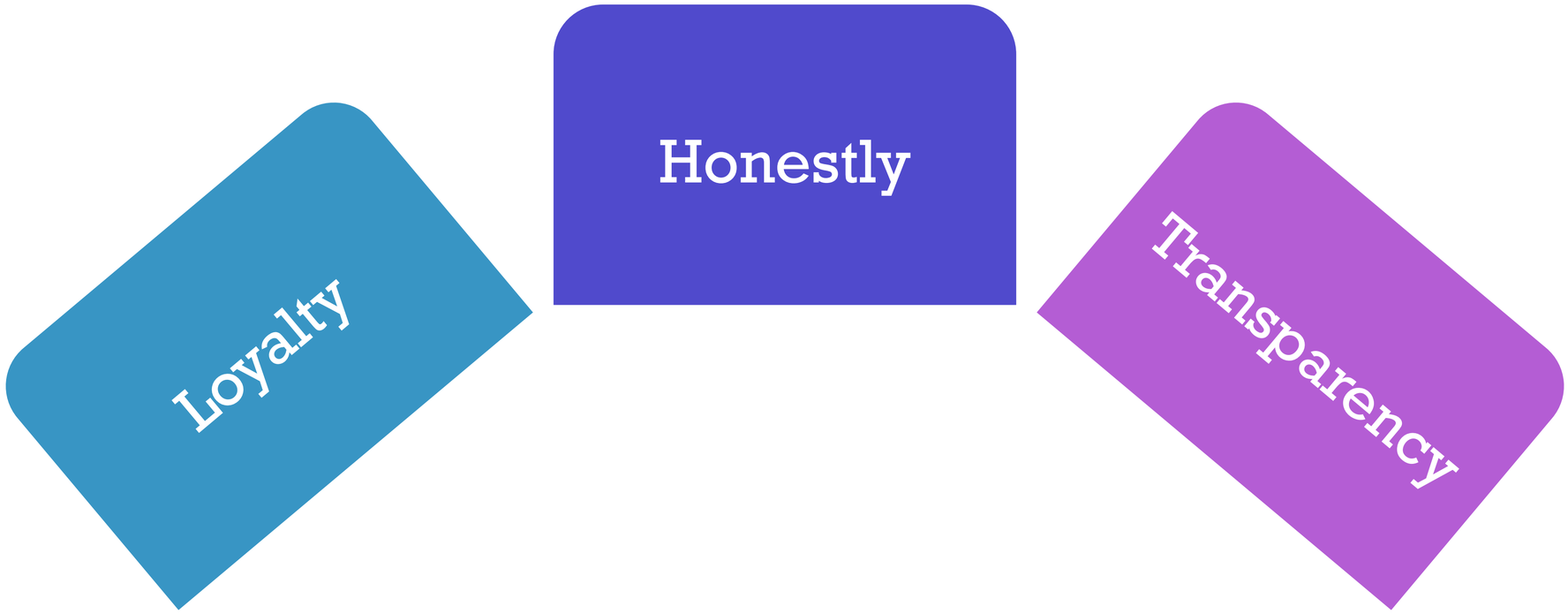
ANSWERS TO THE THREE UNASKED QUESTIONS

Always do what's right

Always do your best

Always treat others as *they'd* like to be treated

KEY POINTS



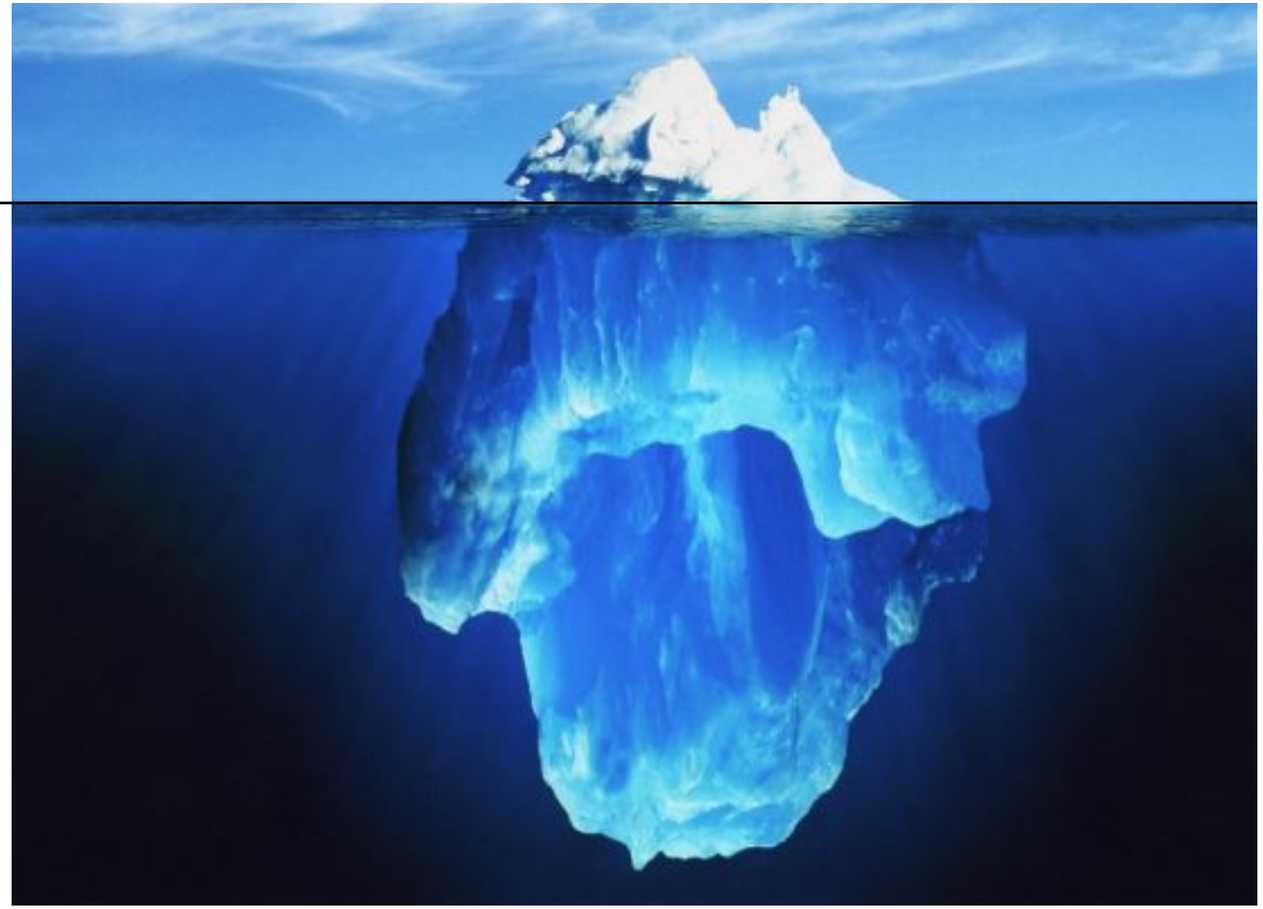
PREPARATION

RESULT

INVESTED WORK

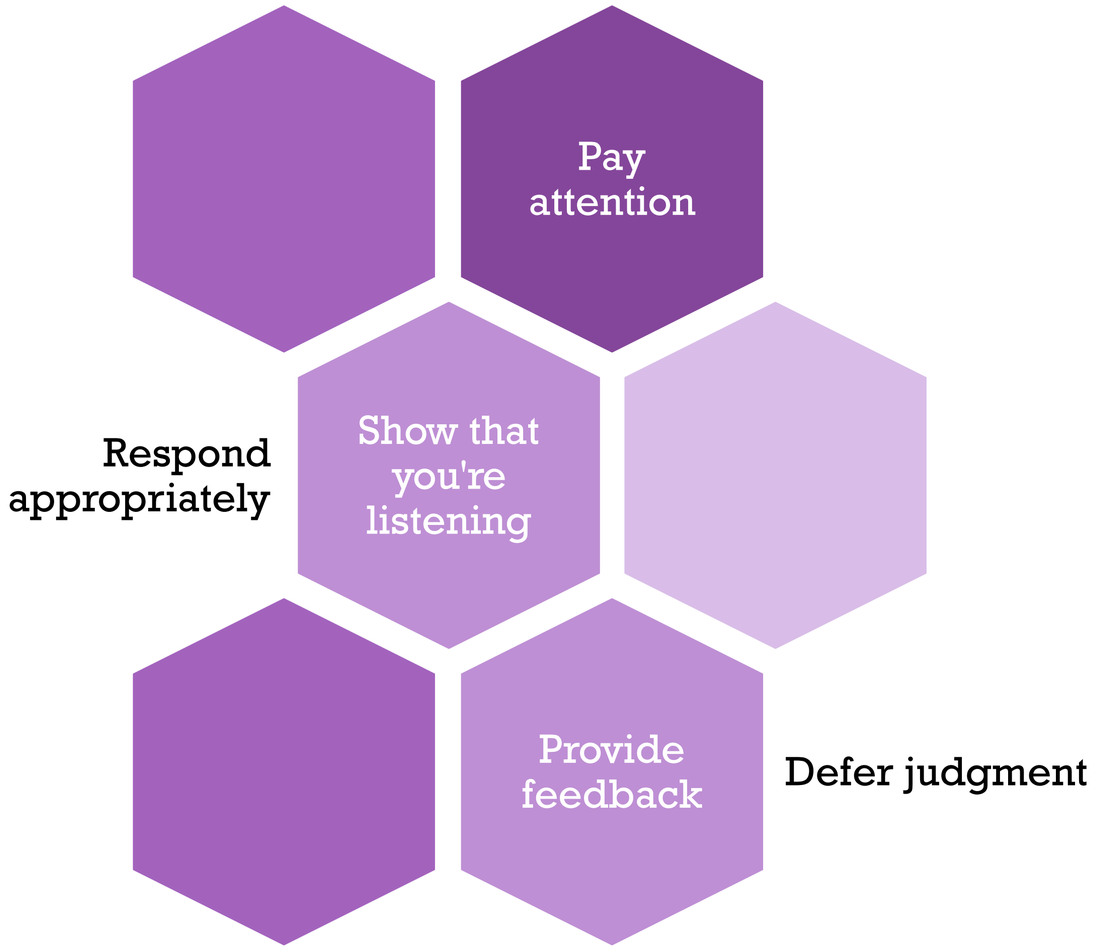
COMPETENCE

PERSONALITY

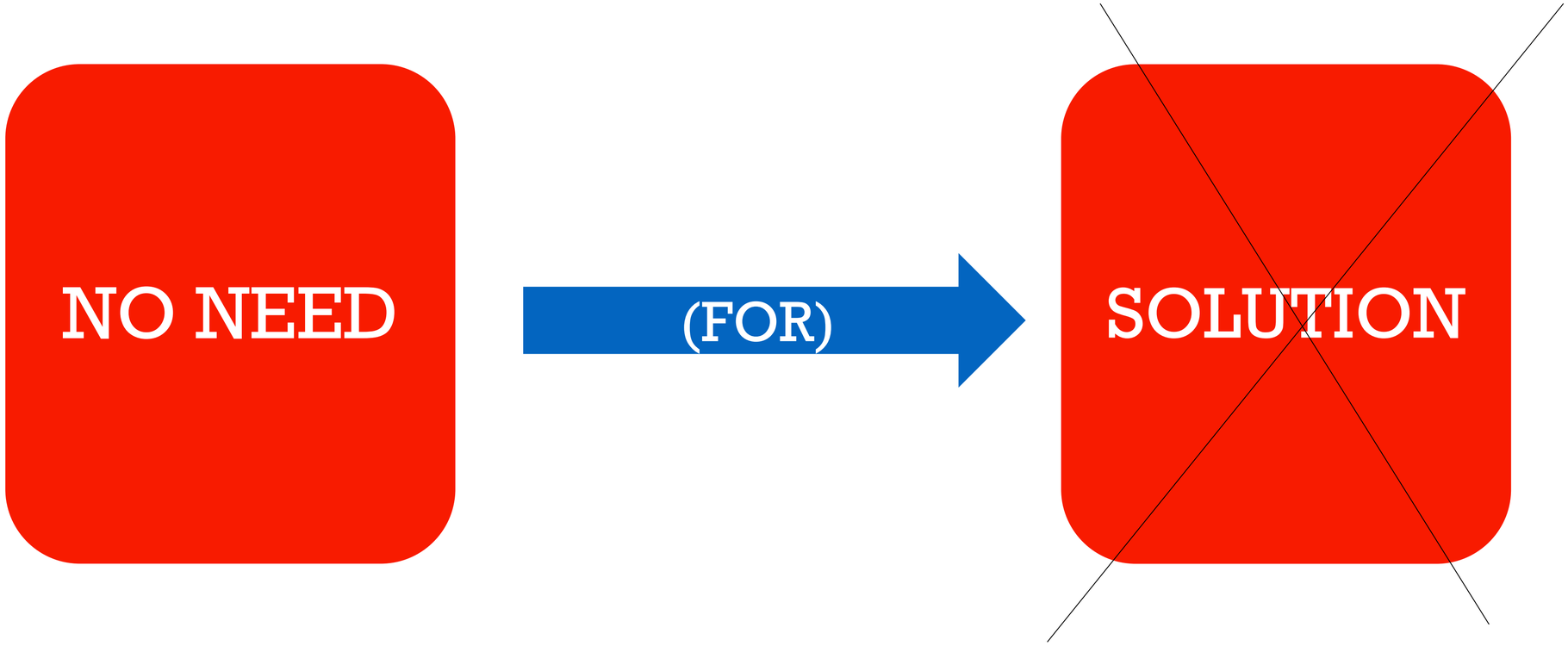


Ulisse Soft Skills for Employability
Co-funded by the Erasmus+ Programme of the European Union
Università di Pisa
University of Latvia
Universitas Miguel Hernández
P. Porto ISCAP
Erre Quadro Research over Research

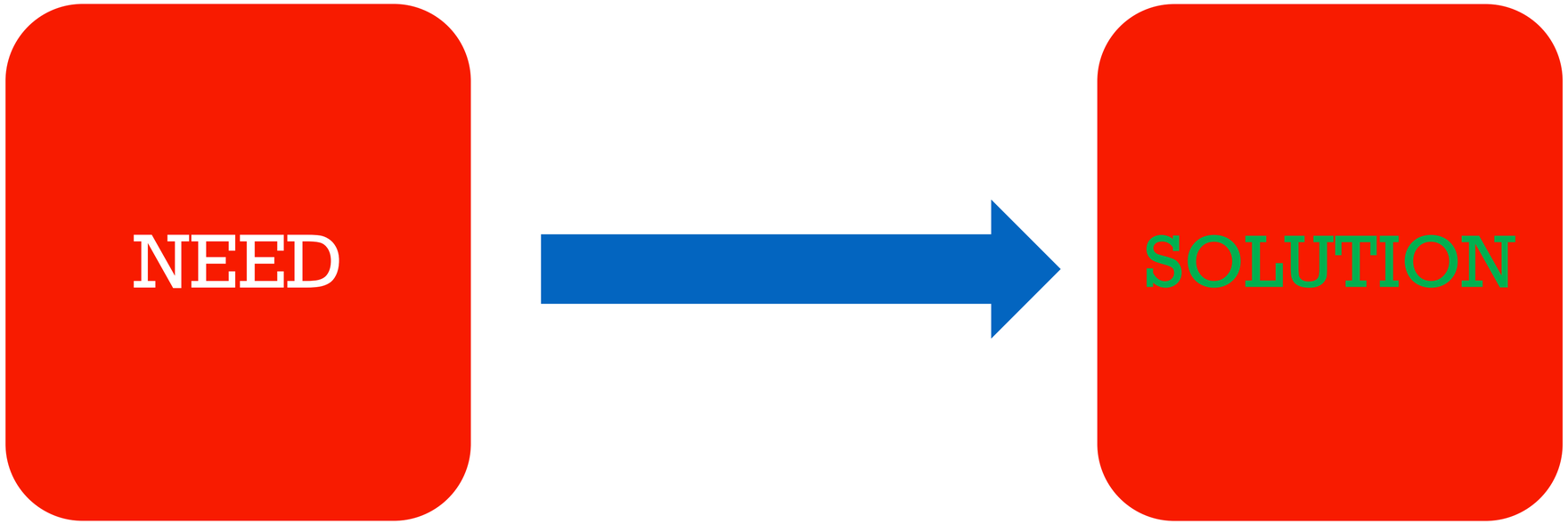
IMPORTANT ASPECTS OF CONVERSATION



NO NEED – NO SOLUTION



IF THERE IS A NEED – THERE IS SOLUTION (FOR CUSTOMER)



WHAT ARE THE MAIN CUSTOMER NEEDS?

Try to offer something to everybody

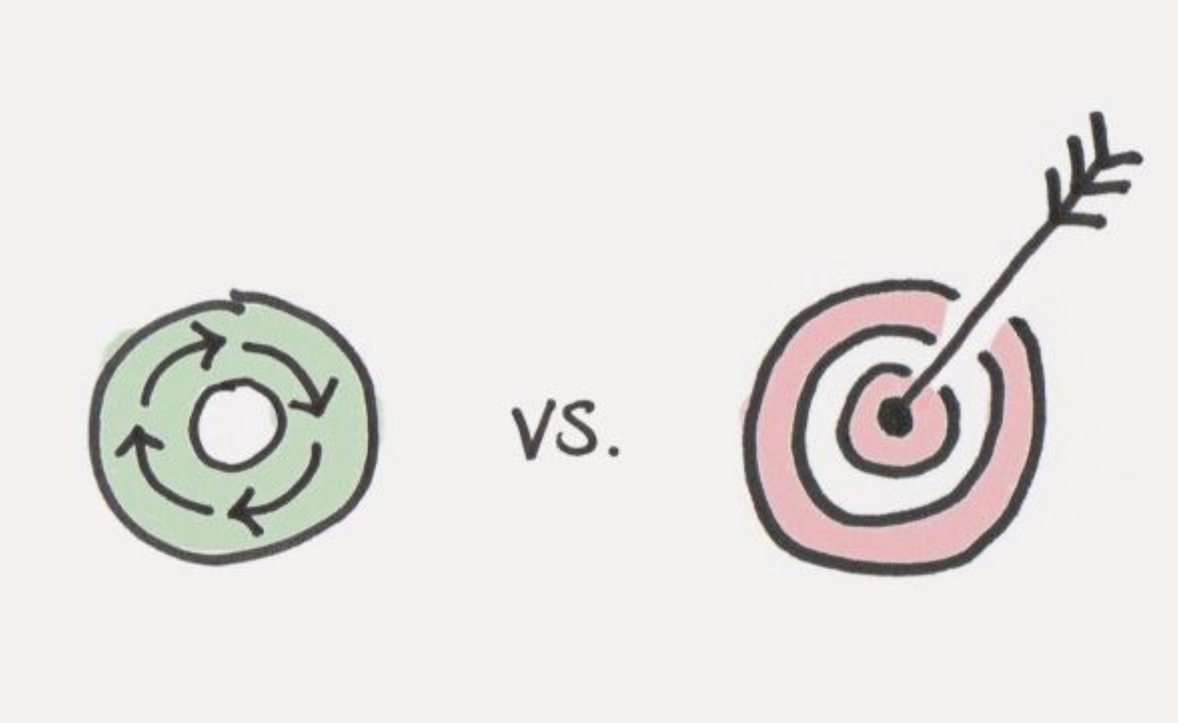
Psychologist role

Designing the Conversation

WHAT ARE THE MAIN CUSTOMER NEEDS?

IF THERE IS A NEED – THERE IS SOLUTION (FOR YOU – IN A LONGTERM)

Winners and losers have the same goals



If you completely ignored your goals and focused only on your **system**, would you still succeed?

If you were a basketball coach and you ignored your goal to win a championship and focused only on what your team does at **practice each day**, would you still get **results**?

Goals are good for **planning** your progress and **systems** are good for actually **making** progress.

PERSONAL BEHAVIORAL STYLE

PROCESSOR

PUSHER

PLEASER

PLAYER

PERSONAL BEHAVIORAL STYLE

PROCESSOR

Strengths

- Concentrates on important details
- Makes decisions in a very structured way and is more objective than the others
- Follows procedures and standards
- Is very diplomatic
- Tends towards critical thought and asks questions
- Works under controlled conditions

Weaknesses

- Gets lost in details
- Doesn't like handing in work or delegating
- Follows rules/standards too rigidly
- Tries to avoid mistakes and hesitant in making decisions
- Unwilling to try anything new
- Quick to take criticism personally
- Cautious in thought and tends towards pessimism

Needs

- Precise tasks/ job description
- Precisely defined performance targets
- Enough time to complete tasks
- Time for careful planning
- Detailed, high-quality work
- Requires confirmation and security guarantees
- Opportunity for constructive criticism
- Specific feedback in relation to the services rendered
- Tolerance in tense situations/ conflicts

PUSHER

Strengths

- Takes the lead
- Sets things moving
- Concentrates on immediate results
- Makes decisions quickly
- Accepts challenges
- Questions the status quo
- Very solutions-oriented

Weaknesses

- Insensitive to the feelings of others
- Overlooks risks and warning signals
- Ignores important details
- Causes tension in teams
- Takes on too many tasks at once
- Demands too much of others
- Is over-controlling of others

Needs

- A strong, extremely influential position
- New, different tasks
- Difficult tasks
- Works independently
- Direct answers, fewer discussions
- Little control or monitoring
- Possibility of personal success
- Challenges and image
- Occasional "warning shots across the bow"
- Opportunity for practical experience

THE PLAYER

Strengths

- Very gregarious and like to entertain others
- Creates a motivating atmosphere
- Exudes optimism and enthusiasm
- Likes to be the center of attention
- Likes to work in a team
- Can express himself clearly
- Expresses his feelings to others

Weaknesses

- Doesn't think things through to their logical conclusion
- Not objective in the decision-making process
- Regards opportunities too optimistically
- Talks too much and is too impulsive
- Tries to do too much at once
- Doesn't like to be alone

Needs

- Friendly, pleasant surroundings
- Freedom from details work and controls
- The opportunity to make suggestions
- Public recognition of his skills
- To be able to advise others
- Freedom to express himself
- A "roll your sleeves up" attitude

THE PLEASER

Strengths

- Likes to stay in one location
- Communicative, has a calming effect on others
- Concentrates on people
- Creates a stable environment
- Observes accepted procedures
- Develops special expertise
- Listens attentively and patiently

Weaknesses

- Rejects changes
- Does not meet deadlines under pressure
- Too tolerant and considerate
- Indecisive, never makes a decision
- Puts things off
- Often suppresses his own needs

Needs

- Serious recognition
- As little conflict as possible
- Fixed, defined tasks
- Explanation and preparation of changes
- Regulated, ordered procedures
- Recognition for work done
- Knowledge that he is making an important contribution to team success
- Colleagues of similar competence and candor

HOW DO I IDENTIFY BEHAVIOURAL STYLE?

Low level of sensitivity/ sensibility
Little emotion/ task-oriented

Processor

Pusher

Distanced and cautious — Ambitious and self-confident

Conscientious and disciplined — Impatient and decisive

Wants explanations — Wants to exercise control

Asks WHY questions — Asks WHAT questions

Not very assertive/ not much energy/ reactive/ introverted

Highly assertive/ plenty of energy/ proactive/ extrovert

Calm and patient — Emotional and lively

Friendly and cooperative — Optimistic and erratic

Wants personal contact — Wants excitement

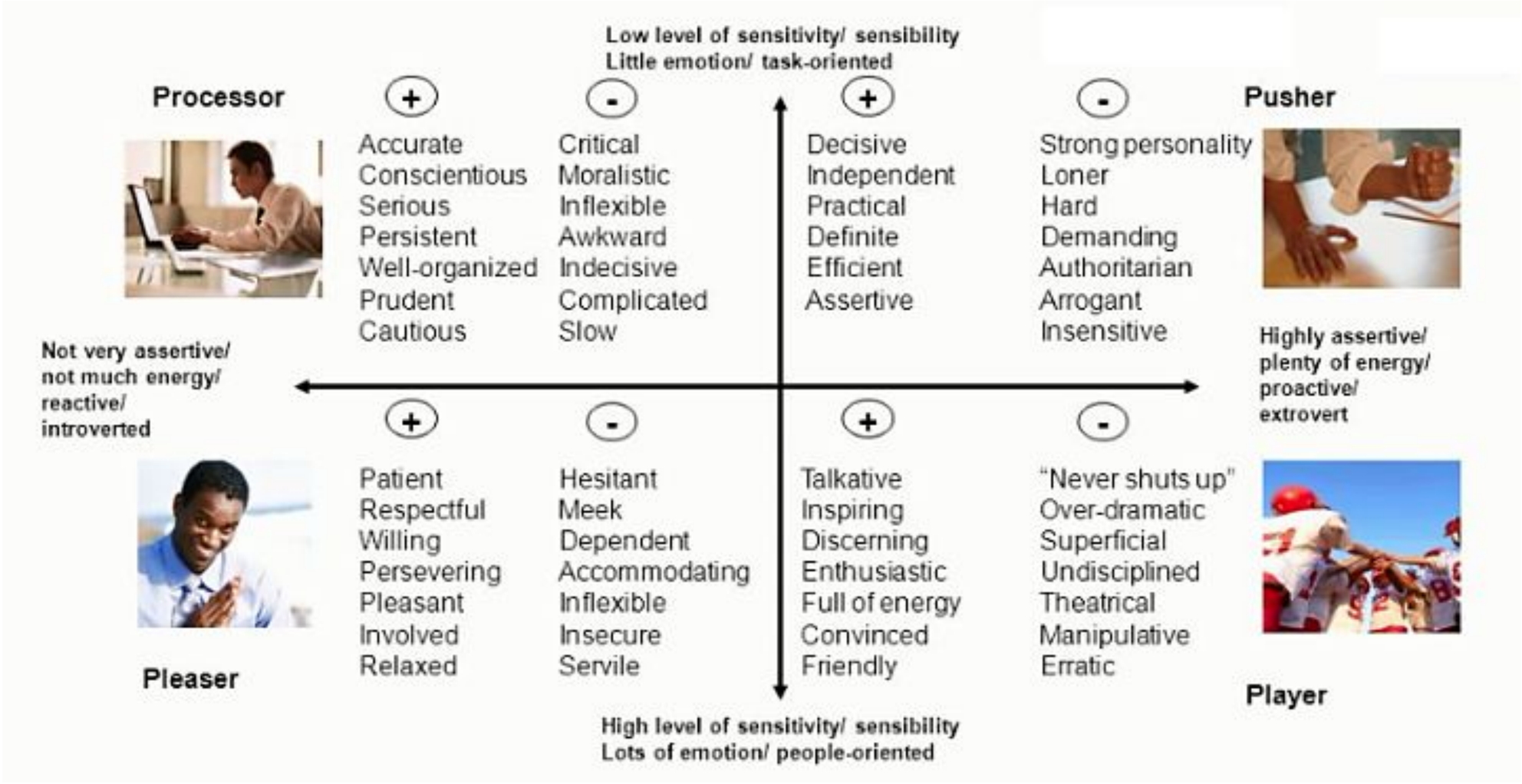
Asks HOW questions — Asks WHO questions

Pleaser

Player

High level of sensitivity/ sensibility
Lots of emotion/ people-oriented

HOW IS THE BEHAVIOURAL STYLE PERCEIVED



WORKSHOP

- Group work (up to 5 participants per group)
- Choose a conversation topic
- Conversation modeling
- Conversation presentation
- Analysis and feedback

EVALUATION OF WORKSHOP

- Used words
- Questionning

TIPS & TRICKS (1)

When meeting customers for the first time, do more listening than talking

Ulisse Soft Skills for Employability
Co-funded by the Erasmus+ Programme of the European Union
Università di Pisa
University of Latvia
Universitas Miguel Hernández
P. Porto ISCAP
ERREQUADRO Research over Research

TIPS & TRICKS (2)

Look for ways to prove you are trustworthy.

Your customers are looking for reason to trust you

Ulisse Soft Skills for Employability
Co-funded by the Erasmus+ Programme of the European Union
Università di Pisa
University of Latvia
Universitas Miguel Hernández
P.PORTO ISCAP
ERREQUADRO Research over Research

TIPS & TRICKS (3)

Don’t let your creativity get you in trouble. Check with higher-ups to make sure you can deliver on promise

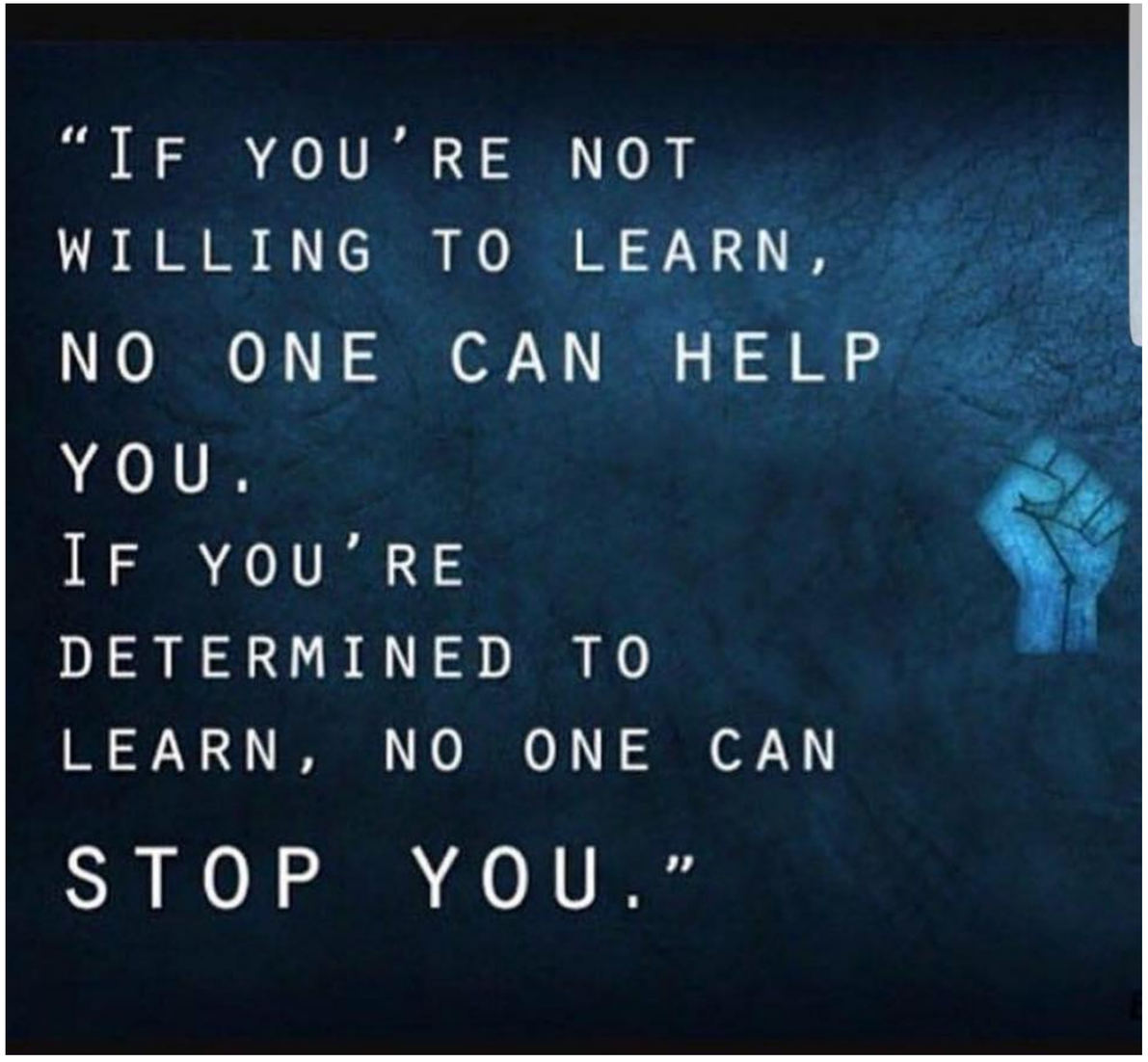
TIPS & TRICKS (4)

Answer a simple question simply

TIPS & TRICKS (5)

Helping customers reach their dreams is a powerful lever that can motivate them to do business with you

Ulisse Soft Skills for Employability
Co-funded by the Erasmus+ Programme of the European Union
Università di Pisa
University of Latvia
Universitas Miguel Hernández
P. Porto ISCAP
ERREQUADRO Research over Research


"IF YOU'RE NOT WILLING TO LEARN, NO ONE CAN HELP YOU.
IF YOU'RE DETERMINED TO LEARN, NO ONE CAN STOP YOU."

BIBLIOGRAPHY

- Inga Jona Jonsdottir, Kristrun Fridriksdottir (2019) Is it that forgotten dimension in managerial communication?; International Journal of Listening;
- Brandy Haleya, Seongkum Heob, Patricia Wrightb, Claudia Baroneb, Mallikarjuna Rao, Rettigantic Michael Andersc (2017);
- Relationships among active listening, self-awareness, empathy, and patient-centered care in associate and baccalaureate degree nursing students; Nursing Plus Open;
- Camilleri, M. A. (2018). Understanding Customer Needs and Wants. In TravelMarketing, Tourism Economics and the Airline Product (Chapter 2, pp. 29-50). Cham,Switzerland: Springer Nature",

BIBLIOGRAPHY

- Rajiv Kumar and Vidyanand Jha (2017), Traits of Leaders and Active Listening: A Theory; ig-global.com;
- “Southwestern Advantage” Sales materials;
- “Cognizant” Core values and code of Ethics;
- BA 234- Business Communications, Paulina Griffith
- Basic values and ethics of public administration.