

ONE
OCEAN NETWORK EXPRESS

Becoming My Best as Key Account

TACK
TMI
a GI GROUP brand

MDI
Partner in New Normal



MODUL 2

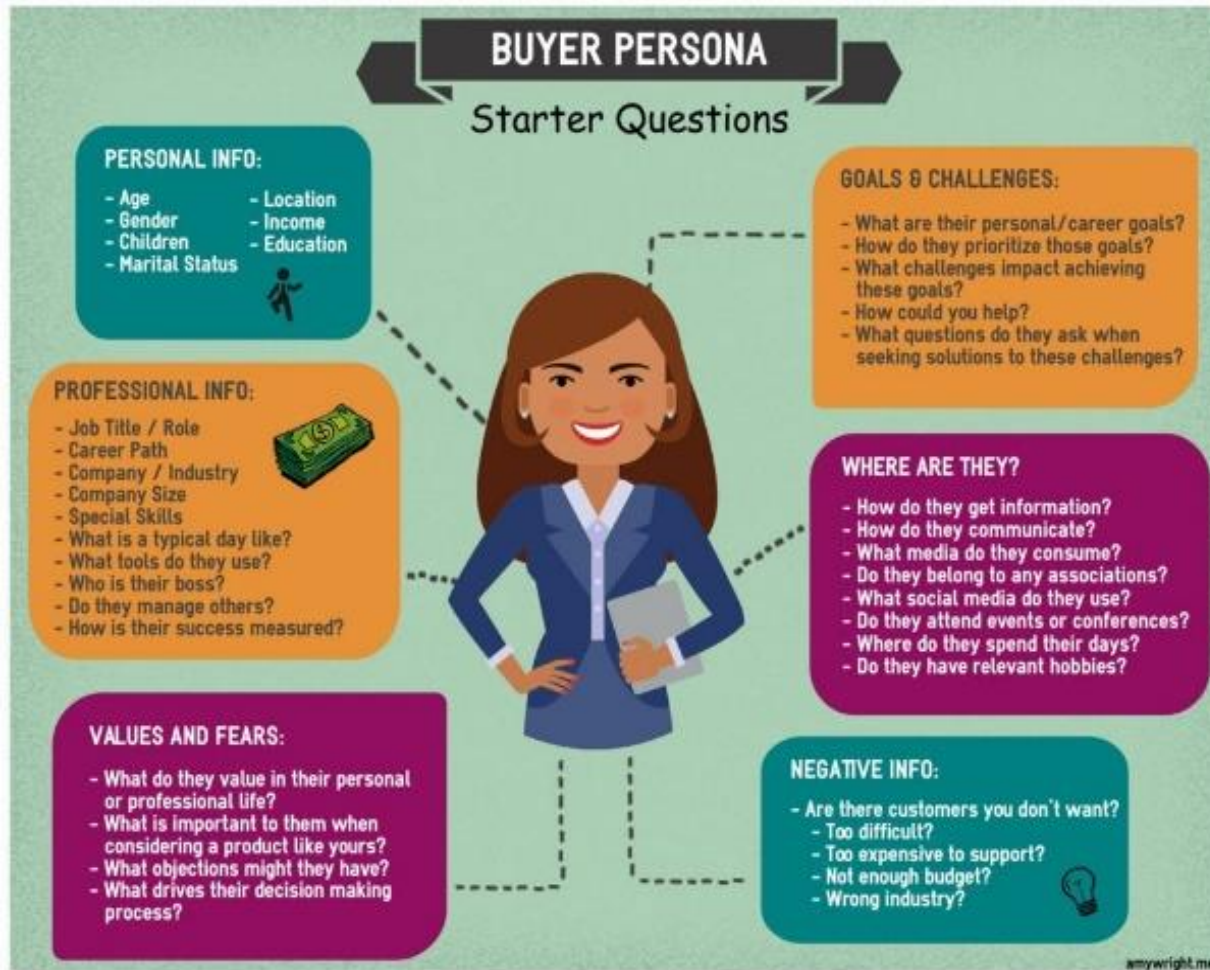
Influential Communication





Profiling our *internal and external customer* would help us gaining insight on how to connect with them.

Once a good rapport has been built, we could provide service and **influence our diverse customers much better**



Profiling with Buyer persona
Fictional avatar built by certain characteristics that our targeted customers have

How to Make a Buyer Persona?

Analyze about their:

- Demography : location, age, gender, ethnicity.
- Lifestyle : job, average income, where they hang out daily
- Personality : spontaneous, planner, methodical, skeptical.
- Goals : what they want?
- *Pain point* : what is their challenge?

Give the name and key message in 1-2 sentences on how to ease their pain point and assist them to achieve their goals

Laid back

Analytical



Reserved

Driver

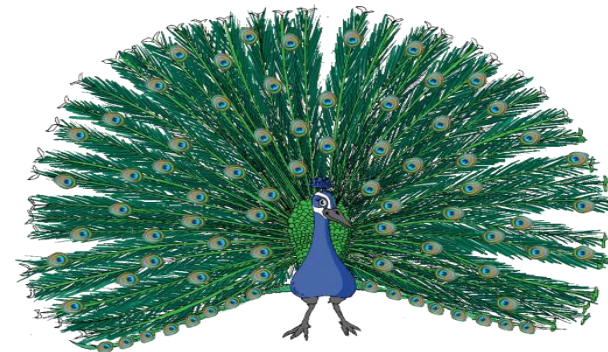


Dominant

Amiable



Expressive



Open

DRIVER



- Make things happen, they can make a decision when others can't
- Hardworking, competitive and risk taker
- Able to deal with difficult subjects/situation
- Accept changes as personal challenge
- Result oriented and quickly
- They are demanding
- Tend to 'tell' rather than suggest
- Controlling
- No patient with low tolerance level

You could be more effective, if you try to:

- ✓ Be more patient
- ✓ Not too blunt with your words
- ✓ Practice your approach – control your body language and invite people to participate more in a conversation

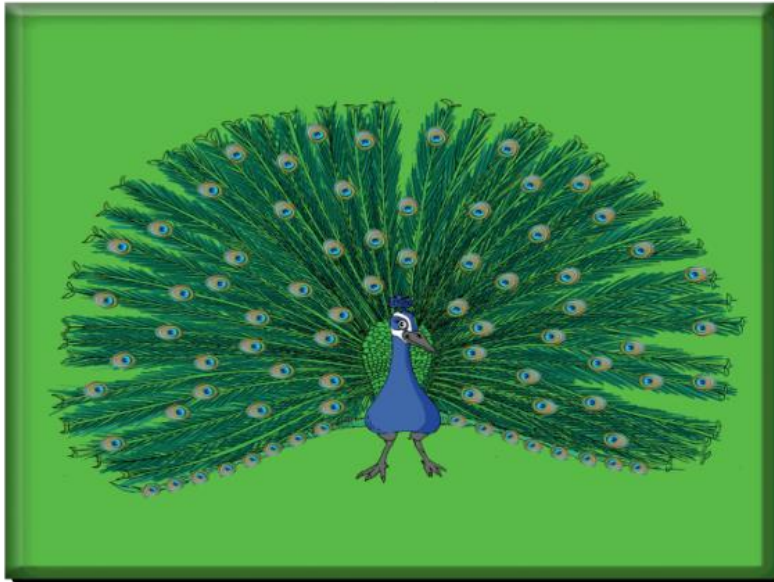
MODIFIED BEHAVIOR TO BETTER COMMUNICATE WITH DRIVER

- Do things quickly
- Be straight to business
- Show them how to achieve their goals
- Be confident and efficient

Strategies for doing business with a **Driver**

| Do | Don't |
|---------------------------------------------------------------------|-------------------------------------------------------------------|
| Be brief and to the point when you present information. | Ramble or waste their time. |
| Use only a brief introduction: don't waste time with chit-chat. | Socialise on company time. |
| Include objectives and support material in a well-organised format. | Be disorganised or messy; be confusing or distracting. |
| Include alternatives and options so they can make the decision. | Ask rhetorical questions. |
| If you disagree, deal with facts, not people. | Give a guarantee that you can't uphold or make wild speculations. |
| If you agree, support results, not the person. | Order them or tell them what to do. |
| Present arguments in terms of objectives and results. | Try to persuade by means of personal trust rather than facts. |
| Leave quickly after the business is concluded. | Be afraid to take a risk. |

EXPRESSIVE



- Creative
- Fun, charming, persuasive
- Ambitious
- Outspoken, spontaneous
- Humorous
- Share enthusiasm and positive attitude to others
- Easy to provide positive feedback
- Gain recognition
- Unorganized
- Impatient
- Less meticulous

You could be more effective, if you try to:

- ✓ Be more attentive towards others' needs
- ✓ Be more organized
- ✓ Pay attention to details

MODIFIED BEHAVIOR TO BETTER COMMUNICATE WITH EXPRESSIVE

- Make it faster
- Get to know personally
- Give visible recognition
- Be fun and energetic

Strategies for doing business with an **Expressive**

| Do | Don't |
|---------------------------------------------------------------------------|---------------------------------------------------|
| Support their vision and be willing to brainstorm ideas. | Assume a new idea is a finished product. |
| Include time for socialising. | Cut off other's ideas or withhold our own ideas. |
| Talk about people and their goals. | Leave decisions 'hanging'. |
| Give overviews of what you plan to do; put details in writing as back up. | Be impersonal or judgmental. |
| Be enthusiastic and stimulating in your discussions. | Kid too much or stick to the agenda too much. |
| Take time for fun. | Talk down to them. |
| Use testimonials from people they respect. | Say we have tried that before and it didn't work. |
| Include incentives as rewards for taking risks. | Be too opinionated or dictatorial. |

AMIABLE



- Friendly, warm
- Easily trust others
- Emphatic and sensitive to others' needs
- Supportive
- Excellent team player
- Good listener
- People oriented
- Difficult in making decision
- Less frank
- Resisting to change
- Avoid risk, avoid conflicts

You could be more effective, if you try to:

- ✓ Be more assertive and straightforward with your intention and needs
- ✓ Be more tolerant with sudden change
- ✓ Not involve yourself too far in people's problems

MODIFIED BEHAVIOR TO BETTER COMMUNICATE WITH AMIABLE

- Slow down
- Get to know personally
- Invite other people to be involved
- Be warm and friendly

Strategies for doing business with an **Amiable**

| Do | Don't |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Start with a personal comment to demonstrate your interest in them as a person. | Rush into business and treat them impersonally. |
| Be candid and open; find areas of common involvement. | Force them to respond too quickly to your own objectives. |
| Listen and be responsive. | Be domineering and demanding. |
| Present your case in a non-threatening manner which considers the impact on people. | Debate about facts and figures without considering the impact on people. |
| Watch carefully for areas of disagreement. | Bully them into agreement or box them into a corner - they may not fight back. |
| Ask 'how' questions to draw out their opinions. | Be abrupt, move too rapidly, or appear uncaring. |
| If you disagree, look for hurt feelings. | Be too vague as little will be accomplished. |
| Provide personal assurance that minimise risks. | Leave them without support as they prefer to work with others. |

ANALYTICAL



- Objective
- Based on fact
- Details
- Accurate
- Task oriented
- Impersonal
- Serious
- Closed, like being alone
- Minimize risk
- Blocking other people creativity by following rules and regulations

You could be more effective, if you try to:

- ✓ Be more open in accepting change
- ✓ Be more social and communicate your needs with others

MODIFIED BEHAVIOR TO BETTER COMMUNICATE WITH

ANALYTICAL

- Slow down
- Go straight to business
- Be punctual & bring facts
- Communicate with structure
- Be detail

Strategies for doing business with an **Analytical**

| Do | Don't |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Be sure to prepare your case in advance. | Be unorganised or sloppy in your approach. |
| Be straight forward and direct in your approach to business. | Appear overly enthusiastic or invade their space. |
| Include data supporting your ideas; be prepared to address both pros and cons of an issue. | Pressure them into quick decisions; prepare them with setting clear expectations. |
| Be organised and present specific examples. | Present new information without reference to previous examples or procedures. |
| Allow sufficient time to present information; be thorough in your approach. | Leave things to chance. |
| Present action steps in a careful, step by step format. | Be haphazard in your approach or rely on hearsay or hunches. |
| Present clear, accurate, and precise information on your views. | Be manipulative or disingenuous versus using supporting facts. |
| Reference past procedures and examples. | Set unrealistic deadlines or expectations. |

Summary of style elements

| Style | Driver | Amiable | Expressive | Analytical |
|----------------------------------|----------------------|------------------------------|--------------------------|------------------------|
| Basic orientation | Action | Relationships | Intuition | Thinking |
| Use of time | Immediate | Present | Future | Historical |
| Relating to others | Task first | Key priority | Likes an audience | Cautious actions |
| Tasks | Primary importance | Relationships most important | Must be exciting | Process takes priority |
| Decision making | Quick, goal oriented | Slow, people oriented | Fast, intuition oriented | Slow, process oriented |
| Action planning questions | What? | Why? | Who? | How? |

Summary of style elements

| Style | Driver | Amiable | Expressive | Analytical |
|--------------------------------------------------|---------------------------------------------|------------------------------|--------------------------|-------------------------------|
| Maximum effort toward others | Control | Relationships | Involvement | Process |
| First priority | Achievement | Teamwork | Leadership | Planning |
| Uncomfortable with or a source of tension | Inaction | Conflict | Isolation | Involvement |
| Major strength | Decisive | Supportive | Enthusiastic | Thorough |
| Major weakness | Tends to be Insensitive to others' feelings | Tends to avoid confrontation | Tends to act impulsively | May be reluctant to improvise |
| Fall-back behaviour | Autocratic | Acquiesce | Attack | Avoid |



Aware be aware of your and others personality type



Accept your and others personality type



Adapt with others personality type to build effective communication, relationship and to influence them