

## Customer Personality Profile

We form an opinion of others (and they of us) in moments of meeting. There are only three indicators from which we form these opinions. What are they?

- 1.
- 2.
- 3.

First Impressions are made within seconds of time

Seven common projections perceived within seconds:

<u>Positive</u>	<u>Negative</u>
Open	Closed
Confident	Self-conscious
Sincere	Disingenuous
Collaborative	Self-focused
Powerful	Weak
Inspiring	Boring
Committed	Indifferent

### Reading the Non-verbal Language

1. **Body Positioning**
  - Territorial Space
  - Entrance
  - Walking position
  - Seating
2. **Personal Indicators**
  - Physical Appearance
  - Adornment items
  - Office décor
3. **Body Movements**
  - Two body centers
  - Head
  - Posture
  - Hands
  - Legs