

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. Body Language (55%) \uparrow to 80% if you know them
2. Voice/Inflection/Tone (38%)
3. Language/Words (7%)

First Impressions are made within seconds of time

Seven common projections perceived within seconds:

Positive

Open
Confident
Sincere
Collaborative
Powerful
Inspiring
Committed

Negative

Closed
Self-conscious
Disingenuous
Self-focused
Weak
Boring
Indifferent

office decor

- pictures of family or friends
- golf items, etc.
- is desk clean or messy

Reading the Non-verbal Language

1. Body Positioning

Territorial Space
Entrance
Walking position
Seating

* be well versed in the community you belong to
make small talk

2. Personal Indicators

Physical Appearance
Adornment items (jewelry, tattoos, piercings, etc.)
Office décor

3. Body Movements

Two body centers
Head
Posture
Hands
Legs

① Belly Button (if you start closing your jacket or covering your belly, shows lack of confidence) You should also sit up straight rather than slouching

② Center of face (70% of expressions from the neck up) \rightarrow nose in air can signify arrogance

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* everyone likes to talk about themselves, so get to know them personally