

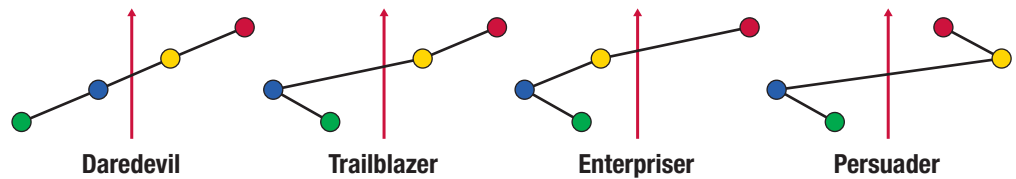
Buffalo HUNTERS versus SKINNERS

Buffalo Hunters

How often have you taken an outstanding inside sales person and promoted them to outside sales only to find them failing within a month's time? It happens much too often.

In many companies, employees may start in customer service, tech support or in warehousing and be promoted through the ranks to sales. The employer eventually discovers the employee is unhappy, unproductive and unemployed. Hit and miss hiring and promotion is costly when the employee is pulling in a high five or six digit salary, bonus, etc. and hasn't made a sale in months.

This happens because the employer assumes anyone who knows the product can sell it, and that's not true. A field sales person doesn't need to be a product expert. Sales are made by meeting with the right person and knowing how to get them to buy – with or without the details. This forceful sales style is found in four Culture Index Profiles we'll collectively call **THE BUFFALO HUNTERS**:

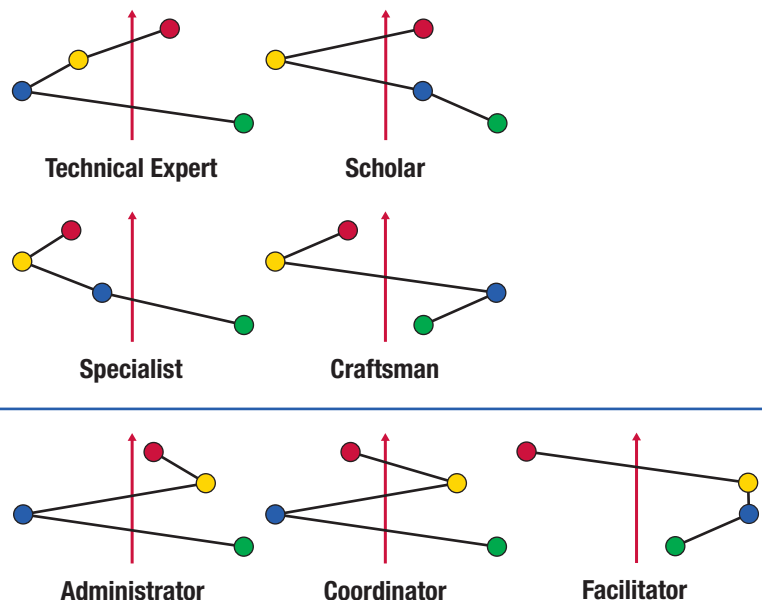


Fearless, persuasive, and focused on finding a buyer for their product or service, these people have no problem with hunting down their target and bringing it to a decision on a product or service. That closure, consequent commission and earned high salary is what matters to the Hunters. They do not want to be bothered with the paperwork of how many arrows were shot and how many found targets. When contracts are signed, and your new client is hopefully purchasing a host of new product, the hunt is finished and the Buffalo Hunter's job is done.

Skimmers

Now it's time for the Skimmers. This is where your product experts shine and will maintain your client base better than the Hunter. Skimmers are detailed, persistent individuals who thrive on insuring the client is satisfied. They are well educated on your product or service. In short, Skimmers make sure your clients will most likely purchase more. Skimmers can serve in a variety of departments: Technical Support, Accounting, Receptionist and Clerical positions. Consider putting a Technical Expert, Scholar, Specialist or Craftsman profile in place. These personality types excel at dealing with facts and solving problems.

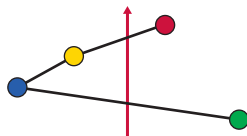
In your Customer Service Department, consider the Administrator, Coordinator or Facilitator patterns because of their highly social, congenial nature. People with these patterns prefer to deal with other people and will put your clients at ease. Be sure to have procedures and management support on hand.



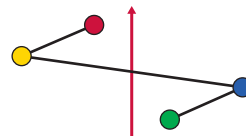
Problem SOLVING versus PEOPLE Skills

Let's Fix This

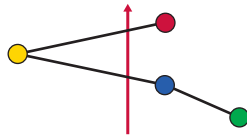
Having trouble with your customer service department? Are they circling the water cooler instead of answering phones? If that's the case, you need to read this article. There's a common misconception that Customer Service must involve using socially oriented people to engage your customers. The problem being, socially driven people don't like confrontation or anything perceived as threatening. They don't want to have to problem solve or deal with conflict. Have you ever considered using a polite person instead? First of all, there is a difference. A polite person will work with diligence and answer questions without feeling an urge to chat. Socially reserved people typically want to do the job thoroughly, be helpful, and move on to the next job. You have a wide degree of profiles to choose from. *They are as follows:*



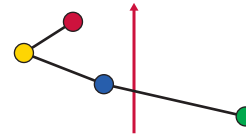
The Technical Expert is capable, but keep in mind they like having lots of variety and multitasking in their work. Sitting in one place and answering phone calls may be difficult, but they are great problem solvers.



The Craftsman is a patient worker with great attention to detail, but is not as nit-picky as say, a Scholar. This can allow a faster result, though accuracy may suffer if under pressure for a quick response.



The Scholar is going to want to work on one problem at a time, but they use methodical and focused problem solving methods.



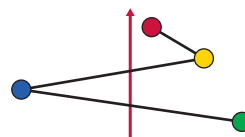
The Specialist is a busy, low risk problem solver. With minimal training and support, they become adept at providing solutions.

All of these patterns have several things in common. They can effectively problem solve using history and applied knowledge. Their level of detail will require them to behave in a manner that's appropriate and polite. Though conservative and risk averse; proven methods, accurate mental recall and the rule of law combine to deliver resolution. In short, they're ideal for Customer Service positions requiring fact-based solutions.

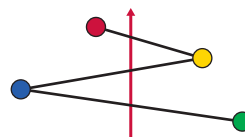
Can I Help You

So what do you do with all the people crowded around the water cooler? Don't despair. Help is on the way in the form of a successful inside sales team.

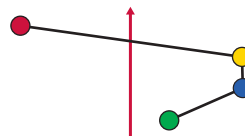
By inside sales, we mean the type of sales person who meets people at the door or counter and says the magical words: "Can I help you?" These people are exceptional at making clients feel welcome and at ease. Their personalities can put back together frayed trust levels and allay fears as easily as a geek can plug a new device in. Depending on where their other traits land, these inside sales people can bring a lot of other good things to the table.



The Administrator is great for Inside Sales. Friendly, multi-taskers with plenty of detail, they insure clients' needs are met. While autonomous enough to prioritize and organize, they are not pushy or aggressive sales people. Their detail makes that sort of activity a risky and fearful proposition.



The Coordinator is a friendly person and prefers variety. This person is good for those customers who need someone to remember them from visit to visit. However, don't ask the Coordinator to prioritize the department, as this is stressful.



The Facilitator is adept at friendly service that requires a linear approach. They enjoy routine, and happily provide the same service for hundreds of clients. Plus, they'll do it accurately. This is not a proactive person, and they will need guidance, especially if aspects of the job change.