



# TriMetrix®HD People Oriented

# People Oriented

*Maintaining a positive and constructive view of working with others. Spending a high percentage of time listening to, understanding and successfully working with a wide range of people from diverse backgrounds to achieve “win-win” outcomes.*

## Why is this behavior important?

Being People Oriented is important whether you are working with customers who are external to your organization, such as clients or business partners, or internal customers such as individuals or business groups you serve. People Oriented means that you understand, focus on and meet the wants, needs and concerns.

Your ability to keep your focus on the customer, to be People Oriented, is essential to your success. One great way to improve your customer orientation is to look from your customers' viewpoint.

1. Imagining you are a customer of your organization will help you see what value your organization's products or services offer the customer.
2. Knowing what your customers are thinking about, hoping for or requiring is essential to providing the right products or services at the right time.
3. Understanding your customer better helps you develop a good relationship with the customer. A relationship built on trust and respect will help you build business!

For some people, being People Oriented is a challenge because they may feel a lot of corporate pressure to make sales quotas or meet other performance goals. Perhaps they are naturally reticent and thus less willing to probe customers for information about their real needs. Or, they may think their product or service is so obviously useful they can't imagine a customer resisting it. Whatever the reason you have not been People Oriented enough, you must work to improve it if you hope to become successful.

Once you truly understand who your customers are and what they expect from you and your organization, you can work to meet and exceed their expectations with efficient and courteous service. Developing clear strategies with a strong customer focus is essential. The strategies you develop should be realistic and specific to present and anticipated customer needs.

Being People Oriented requires you to learn to anticipate, identify and understand what your customers want, need or are concerned about. Then, you will need to develop high standards for the products and services you offer, making you much more likely to exceed your customers' requirements.

## What behavioral characteristics are associated with People Oriented?

Someone who has characteristics associated with People Oriented:

- Behaves calmly, politely and cheerfully with all customers, new or established.
- Has developed and continues to develop strong relationships with customers.
- Expend extraordinary effort to meet and exceed customers' expectations.
- Partners with customers to assist them in achieving their objectives.
- Acts as an advocate for customers' needs and sometimes takes professional risks for the sake of customers' needs.

## How do you develop your own abilities in People Oriented?

- Clearly define who your customers are. Can you group them based on industry, product or service you provide to them, or some other criterion? If so, use this information to help you address them more effectively.
- Be knowledgeable about the products or services your organization offers.
- Learn features, benefits and operational details about any new products or services.
- Listen carefully to your customers. Pay attention to both verbal and nonverbal communication.
- Ask questions! Focus inquiries on how you can serve your customers better and react positively to any information they share with you.
- Keep good notes about conversations you have with customers. Refer back to your notes regularly. It will help alert you to potential new sales opportunities, keep you reminded of the promises you made and help you target the areas most important to your customers.
- Provide opportunities for your customers to tell you directly what they want, need or are concerned about. Ask them directly how you can serve them better and pay close attention to their responses.
- Stay up-to-date on the news in your customers' industries. Look in trade publications, newspapers and other resources for information about developments in the industry or field.
- Invite customers, business partners and suppliers to collaborate with you on designing or developing new products or services.
- Make your products and services understandable and accessible to your customers.
- Develop cut sheets that clearly describe each product or service.
- Provide multiple contact numbers and your e-mail address so you can always be reached. If you will be out of the office, make sure you have assigned an alternate contact to assist your customers in your absence.

- Always deliver what you promised on or before the date you promised it. If you don't already use a tracking system, establish one to determine turnaround times and regular roadblocks.
- If you make a mistake, allow the customer to be upset and then make it clear that you are working to remedy the problem immediately. Follow up with the customer once the solution is in place.
- Continually seek to exceed your customers' expectations. Ask them what you can do to expand or improve service. Keep an eye on what the competition is offering then go beyond what the competition provides.
- Even if your customers are satisfied with the products and/or services you are providing, keep raising your expectations of yourself and your organization.
- As often as you possibly can, voice your customers' needs and wants to others in your organization. You should strive to serve as your customers' advocate at your organization.
- Communicate regularly with your customers. Even if you aren't currently providing any service to your customers, send them regular correspondence, clippings or product updates. If you are smart about targeting information you send out, you will probably generate new business and will definitely help keep your organization in your customers' minds.

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## Activities

### Activity 1: Customer Definition

Carefully define who your customers are. Once you establish a list of key customers, think about what they expect from you or your organization and work to serve them better. It is a good idea to confirm your impressions of customer expectations with the customers themselves.

For each customer, list several action items that will help you learn more about each customer's needs or work toward meeting specific expectations. Periodically update your list to ensure you stay informed and responsive to customer needs.

Customer	Customer's Expectations	Action Items
		1
		2
		1
		2
		1
		2
		1
		2
		1
		2

## Activity 2: Information Gathering

Schedule personal calls to 15 or 20 of your customers. When you speak with them, ask them how satisfied they are with the products and/or service you provide. Ask, "Are we meeting your expectations?" or "What can we do to improve what we offer?" etc. Listen objectively to their comments and concerns. Thank each customer for their positive feedback and assure them you will maintain or exceed current service levels. If you receive negative feedback, let the customer know you will start work immediately to resolve any problem areas.

## Activity 3: Cut Sheets

Make a list of your customers' 10 most common questions:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

Put together cut sheets about those topics, including case studies of how your product or service was used. You may want to collaborate with your organization's marketing department or the CIO's office

If you don't already keep a detailed calendar and tickler file to remind you of important deadlines or opportunities, make it your first priority to get one and use it. Review your calendar and upcoming deadlines every day and add new opportunities to it as soon as you hear about them. Meeting deadlines and following up on opportunities are just a few steps that can contribute to becoming more People Oriented.

