Customer Representative's attitude towards asking a Customer to Change

Fear rejection
Are afraid of
hearing "no"
Don't like to
make others
feel tense or
uneasy

A "no" means they haven't done their job

Don't like to suggest change Provide all relevant information before asking for change Suggest logical action

Analyzer

Relater

Fear personal rejection

Concerned about making others uncomfortable

Concerned about impact of a "no" on the relationship

Concerned about the human impact of change



No problem telling others what to do Impatient with slow decision makers Change is good if it addresses a priority need Just do it!

Director

Persuader

Love to persuade others to change

View concerns as an excuse not to change a barrier to overcome

Like to win a debate

Build excellent arguments

No fear of rejection

Don't mind causing tension in other people Can be seen as

pushy