

Understanding your whole brain

... in Sales and Customer Service



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Genesis Business Services are the principal licensee and distributor throughout the United Kingdom of Great Britain and Northern Ireland for the Neethling Brain Instruments (NBI®), the most comprehensive battery of whole brain thinking instruments in the world



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We are told that the customer is always right even when they are wrong! This can be very frustrating as a lot usually depends on getting the right solution accepted and keeping the customer happy AND buying from you.



For example: have you ever clearly identified what the customer wants and needs, provided an appropriate solution which is within budget, but the customer doesn't go ahead?

Your reaction may be to see the customer as short-sighted or indecisive. However, it may be that you didn't communicate the proposition in the way that *your customer* sees the world or, as we would say, in line with their thinking preferences.

Another example: a customer may have needed to get quite worked up before complaining about some aspect of your products or service. If this is met with a clinical, fact finding response alone, the customer may be made to feel unjustified or stupid for having raised the issue. They may simply go away and not buy again....but worse still they may tell on average thirteen people about their experience!



Brain Profiling is a means of identifying your dominant thinking preferences and how it affects your behaviour. It provides great insights into where people are coming from and provides a powerful tool for improving your relationships with customers and colleagues.

The aim is to encourage **WHOLE BRAIN** thinking resulting in **WHOLE BRAIN** communication, sales and customer care. Only in this way can companies continue to grow and be competitive in their market place.