

Select, Coach and Develop your Team of Customer Relationship Managers



CUSTOMERCAREPRO™

CUSTOMER RELATIONSHIP MANAGEMENT

Provide First Rate Service and Delight Your Clients!

Enhance your Customer Relationship Management Culture

Retain your existing client base and expand upon it by providing the best service in your sector! Each customer contact is an opportunity to strengthen the relationship and develop loyalty within your clientele. Managing the relationship is too important to put into the hands of the wrong person.

The CustomerCarePro™ will help you select people who will fit your customer care culture based on their approach to service, decision making, attitude, approach to scripts and structure as well as other factors that are essential in these roles.

Capitalize On Revenue Opportunities!

The right customer relationship managers will be able to develop new opportunities. By selecting people who are suited for telemarketing and selling, you will be able to do a better job selling your products and services and increasing your revenues.

The CustomerCarePro™ is designed to help select, develop and retain the customer care people who will help your enterprise succeed. It assesses the traits and attitudes that the Self Management Group has found to be effective in building your business.

The CustomerCarePro™

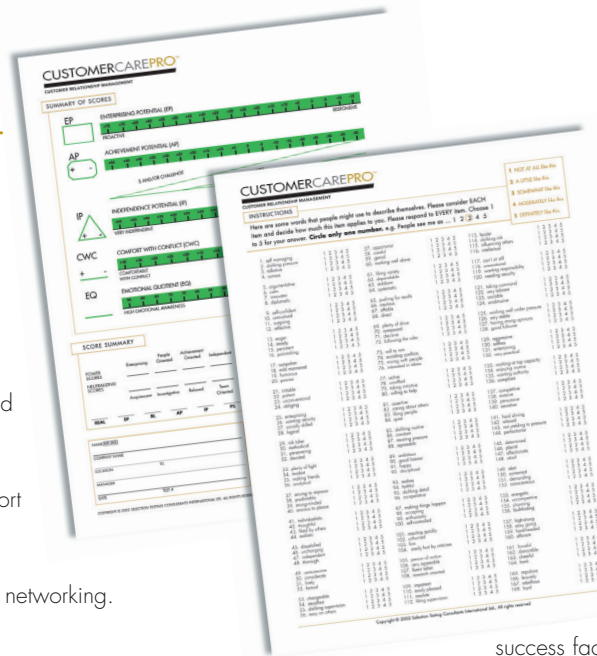
- **helps to identify and recruit high potential people for customer care roles such as Call Center Service, Customer Contact Service and Telemarketing;**
- **is a strategic selection tool which can be customized and validated for your culture;**
- **identifies strengths and growth opportunities;**
- **provides interview suggestions as well as coaching and development suggestions for management;**
- **provides very comprehensive self-coaching feedback to the individual;**
- **provides the basic for succession and strategic planning.**

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SELECT | DEVELOP | RETAIN | TOP PERFORMERS

The CustomerCarePro™ assesses and reports on:

- service competencies;
- sales and business growth competencies;
- decision making, loyalty and approach to structure;
- emotional awareness of self and others (Emotional Intelligence);
- success factors such as self management, motivation, comfort with conflict, confidence and lifestyle management;
- listening style and approach to networking.



Normative profiling is acknowledged as the appropriate approach to scientific selection because a normative profile such as the CustomerCarePro™ allows scores from different candidates to be compared with each other and the population of customer care personnel.

The CustomerCarePro™ also allows for the building of mathematical models of various customer care cultures and the study of the relevant

Interpretation of the CustomerCarePro™

The CustomerCarePro™ measures 8 separate character traits which are combined into constructs that relate to competencies that are important in customer care roles. The profile provides valuable information about the individual's fit to a customer relationship management role.

In addition, the CustomerCarePro™ measures self confidence, lifestyle management, listening style and the individual's attitudes about networking, self promotion and managing rejection.

All these factors are presented in an easy to interpret fashion with selection questions and coaching suggestions included.

The Science of Normative Profiling

The CustomerCarePro™ is based on the POPT™ (Personal Orientation Profile). The POP is a normative personality profile which was developed in the late 1970's using advanced statistical methods in psychometric research. The POP has been an industry leader for selecting competitive sales people for over 20 years. It has been under constant development since its inception and is now used in competitive sales cultures throughout North America and other parts of the world. The POPT™ scales are also used for matching personality to career paths as well as selection and coaching for a wide variety of careers.

success factors in each role. Other factors such as education, recruiting sources, regional differences and other demographics can be analyzed as well providing management with strategic information that is unavailable using other selection methods.

Self Management Group

The Self Management Group is a privately held company which specializes in selection, development and career management of people. The Self Management Group provides a comprehensive range of products and services which include a very extensive list of psychometric profiling tools, management and sales training, team building workshops, change management, career and outplacement counselling, stress management, succession planning, mentoring coaching and other services.

Find Out About the CustomerCarePro™ Today

The CustomerCarePro™ and the Self Management Group's many other profiling and training systems are available on-line or in your office. Call (416) 746-0444 or visit our website www.selfmgmt.com or www.self-management.com



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