

# STYLE & Versatility by industry

## RETAIL



27%  
analytical



23%  
driving



20%  
amiable



30%  
expressive

The retail industry is one of the most customer-facing that we have surveyed, but there is such a variety of job roles that the distribution of Styles is fairly even. Not surprisingly, Expressive individuals make up the majority of retail employees. However, the Analytical Style follows closely behind. While these Styles are opposite of one another, the way that retail businesses operate makes individuals with these Styles a likely fit in different roles.

intro

### draws

Expressive Style people are naturally drawn to the customer-facing nature of the retail industry. The opportunity to meet new people every day and socialize with customers can be irresistible to Expressive individuals. Since retail relies tremendously on increasingly sophisticated processes and strategies for managing inventory and accounting for customer preferences, there are also plenty of job roles that appeal to Analytical Style people.

Staffing a retail storefront with Expressive individuals can be a valuable asset, especially in outlets that rely on personalized and engaging customer interactions. Retail personnel who bring excitement and energy to customer interactions can encourage buying decisions by their very attitudes.

While Analytical people would be obvious assets behind the scenes to work in areas such as inventory management and accounting, they can also be skilled in customer-facing roles. For example, some businesses rely on their sales staff to be experts in their product lines and to be able to answer very detailed questions from customers. Many customers prefer the sort of objective and non-pushy approach that Analytical people bring to the table.

strengths

#15

### versatility

The average Versatility score of the retail industry ranks just below the median compared to the 26 other industries profiled in TRACOM's research, coming in 15th place. This shows that while many people in this industry possess strong interpersonal skills and an awareness of others' needs and preferences, there is still room for improvement. Moving from the middle of the pack to the upper echelons in terms of Versatility can give an organization a distinct advantage against competitors in the same industry. This is particularly true for retail, which relies heavily on interpersonal effectiveness to enhance customer experiences.

In an industry as broad as retail, there are many opportunities for people to succeed through their natural strengths and Style characteristics. For example, Amiable Style people are adept at smoothing relations with customers who have undergone a negative customer-service experience. Their personal commitment to help customers can be invaluable. Driving Style people are also highly valued by customers, particularly when time and efficiency are priorities, because they can meet customers' needs quickly and without unnecessary distraction.



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