



SOCIAL STYLE®

Improving Sales Effectiveness with Versatility™



**INTERPERSONAL SKILLS:
ESSENTIAL FOR
SALESPEOPLE**

In any type of workplace interaction, strong interpersonal skills are important. But for individuals in sales, the ability to effectively communicate with the customer and to gain their respect and confidence is absolutely critical.

Recent participants in TRACOM's SOCIAL STYLE and Versatility training overwhelmingly responded that SOCIAL STYLE & Versatility training was markedly effective in increasing sales and developing more productive customer relationships.

As a result of TRACOM's SOCIAL STYLE & Versatility Training:

- 92% developed more positive customer relationships
- 87% increased their ability to influence or persuade customers
- 79% improved their ability to gain ongoing sales
- 58% closed sales that they otherwise might not have.

VERSATILITY

Versatility is a measure of a person's *Image, Presentation, Competence, and Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.

Concepts Guide & Self-Perception Questionnaires

AUDIENCE

Salespeople

ASSESSMENTS AVAILABLE

Paper SOCIAL STYLE Questionnaire

Paper Versatility Questionnaire

Online Sales

Self-Perception Profile

USE

Self-profiling for a convenient and inexpensive introduction to interpersonal effectiveness concepts for salespeople.



PRODUCT DESCRIPTION

TRACOM's **Improving Sales Effectiveness with Versatility Concepts Guide and Questionnaires** teach salespeople how to use SOCIAL STYLE & Versatility concepts to develop the interpersonal skills necessary to create effective and productive customer relationships. Sales success comes from a salesperson's technical sales skills, knowledge of products or services, and his/her ability to create mutually productive relationships. This third sales success attribute can only be attained when the salesperson understands that he or she has a preferred method of interacting and that the customer also has a preferred method of interacting. A mutually productive relationship can be optimal only when the salesperson takes both preferred interaction methods, or SOCIAL STYLES, into account when working with a customer or a potential customer. This Concepts Guide and Questionnaires will provide the foundation that is essential for any salesperson to create mutually productive relationships with customers.



BENEFITS

- Easy-to-use format allows for self-study and incorporation into custom courses

Salespeople will:

- Learn how their customers perceive their behaviors
- Be able to identify the SOCIAL STYLE and interaction preferences of their customers
- Learn how to adjust their own behaviors in order to create a more effective relationship with customers
- Develop an understanding for how to increase or decrease levels of tension with customers to adjust productivity
- Discover how best to gain respect and confidence from their customers

ADMINISTRATIVE TOOLS AVAILABLE

The *Sales SOCIAL STYLE Self-Perception Admin Kit* is a helpful resource for anyone using TRACOM's Self-Perception Questionnaires. It provides everything necessary to enable someone to teach a Self-Perception session for salespeople.

THE ADMIN KIT INCLUDES

- Facilitator Guide
- Improving Sales Effectiveness with Versatility Applications Guide and Concepts Guide
- SOCIAL STYLE Questionnaire
- Versatility Questionnaire
- Resource Tools including PowerPoint Presentation, Session Evaluation Handout, Participant Certificate Template and Supporting Research
- Style Dial
- Accepts/Rejects Guide Card
- Skills Guide Card



Concepts Guide Overview

As a Sales Professional, Why Is SOCIAL STYLE® and Versatility Important?

SOCIAL STYLE Fundamentals

SOCIAL STYLE Model™

Tension Management

Versatility

Improving Your Effectiveness with Your Customers

Next Steps and Final Q&A



Post-Training Micro-Learning



SOCIAL STYLE Navigator® is available free of charge to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.

For more information, please visit tracom.com.