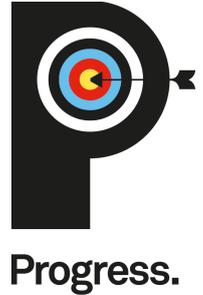


Practical
Proven
People
Performance
Programs



Improving Sales Effectiveness with Versatility Mastery Program

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

Program Objective – understand and be able to predict the behaviours of your customers so that you can make small adjustments to sell in the way they wish to buy thereby increasing sales conversions and volumes.

Successful relationships are a key element of success in the world of sales, perhaps as important as the goods and services sold. Gaining respect and confidence from a customer is essential and can only be optimally achieved by interacting with a customer in a way he or she is most comfortable.

TRACOM's **Improving Sales Effectiveness with Versatility - Mastery Program** uses the popular and proven SOCIAL STYLE™ and Versatility Models to help salespeople effectively plan and prepare for customer interactions by analysing their customer's needs, overcoming indifference and resistance when approaching each phase of the sale.

The **SOCIAL STYLE Model** uses behavioural 'themes' that people routinely exhibit, to chart individuals according to their Assertive and Responsive behaviours. From this information, we can categorise these behavioural preferences into one of four SOCIAL STYLES. Awareness of the behaviours that each SOCIAL STYLE characteristically demonstrates allows us to predict a person's future behaviour and thus take action effectively and appropriately during each interaction. Positive interpersonal relationships develop that provide opportunities to offer solutions and solve problems.

Versatility is *independent* of an individual's SOCIAL STYLE. Versatility measures a person's tendency to focus on their behavioural preferences and needs, versus the behavioural preferences and needs of others in their interpersonal interactions in four key areas. Each of these four aspects of performance contributes to more effective interpersonal functioning with customers.

While SOCIAL STYLE remains mostly consistent across time and circumstances, Versatility is more changeable and can vary across situations and groups of people.

TRACOM's research has shown that as a result of SOCIAL STYLE and Versatility training, employees develop critical interpersonal skills that allow them to establish better relationships and gain trust with customers and prospects.

Participants complete on line questionnaires and then ask a number of their work colleagues to also complete the same questionnaire on their behalf. Two reports are generated – Social Style Report and Versatility Report. These reports are then used throughout the Mastery workshop.

Course Flow:

1. Social Style Model- history and background, plus the central theme of Know Yourself
Control Yourself, Know Others and Do Something for Others
2. Report 1 – Your Social Style Report
3. Versatility in Selling
4. Report 2 – Your Versatility Report
5. Application of Versatility with customers
6. Application of Social Style in the sales process
7. Email profiling

Instructional Objectives:

1. Understand the Social Style Model
2. Know how to profile customers and identify their style and preferred way of buying
3. Know how to create and manage the appropriate level of tension in the sales process to ensure the sale progresses and does not stall or derail
4. Know how to use your Image, Presentation, Competence and Feedback to be most effective with your customer in the sales process
5. Know what your customer accepts and rejects in the sales process.

Workshops can be conducted for up to 20 participants, who will be divided into smaller clusters for group activities. The minimum effective group size is 8-10, as much learning takes place from participant interaction and discussion. Content rich workbooks, applications guides, skill cards and the option of an additional Versatility Check Up workshop all form part of the Mastery Program. Personal empowerment is a key feature. The entire program is lively, interactive and enjoyable, providing valuable discovery-learning processes in a friendly environment.

To find out how using Social Styles can help you Progress further, call Progress Training Systems today on M 0411 358 333 or email admin@progress.com.au.

