

Selling To Achieve Results

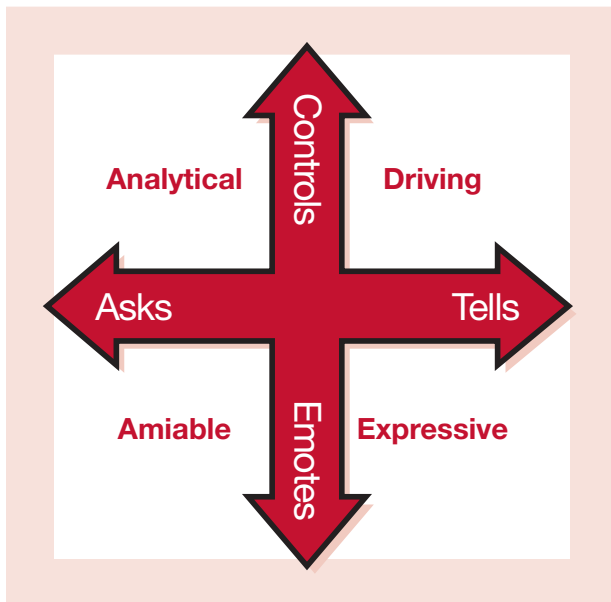
Enhance understanding of your customers to foster trust, increase influence and drive business!

SOCIAL STYLESM and Versatility Increase Sales Effectiveness

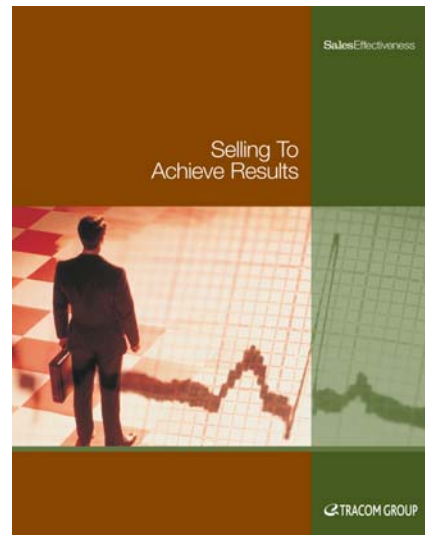
Why are good sales professionals consistently successful with some people and not with others?

To be successful with a client, a salesperson must first understand the customer needs and preferences, and then address them. Sales professionals who can adapt their selling style to the buying needs and preferences of their customers have stronger, more influential relationships with their customers. They consistently sell more, in a shorter time, at a greater dollar volume.

SELLING TO ACHIEVE RESULTS (STAR) is a unique behavior-based training solution that provides sales professionals with insight into behavioral patterns that affect every step of the sales process. By learning about SOCIAL STYLE behaviors, and recognizing these patterns in customers, sales professionals can modify their approach and adapt their behavior to sell the way the individual customer prefers to buy.



The SOCIAL STYLE MODELTM is a research-proven tool that will help sales professionals relate more effectively to customers and prospects.



Course Benefits

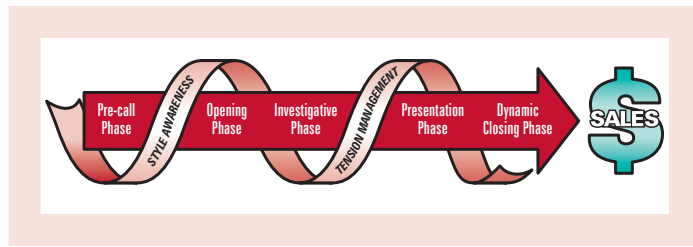
STAR will help sales professionals to:

- Quickly assess the Social Style of customers, managers, colleagues, support personnel and others
- Implement strategies for optimizing their influence on each of the four Styles
- Understand how they are perceived by customers compared with their self-perceptions
- Understand their strengths and weaknesses in terms of their ability to understand and influence others
- Understand how to manage tension to create a productive selling environment

"Selling to Achieve Results provided a great set of tools to use in actual sales situations. The examples made it easy to identify different SOCIAL STYLES and tailor my sales approach. Now I will be more conscious of Style, assessing how I can adapt to each customer."

— a recent STAR participant

Selling To Achieve Results



The Dynamic Sales Process

All successful salespeople follow a specific sales process, but what is often overlooked is the vital role that good communication plays in moving the sale forward.

STAR Improves Sales Effectiveness

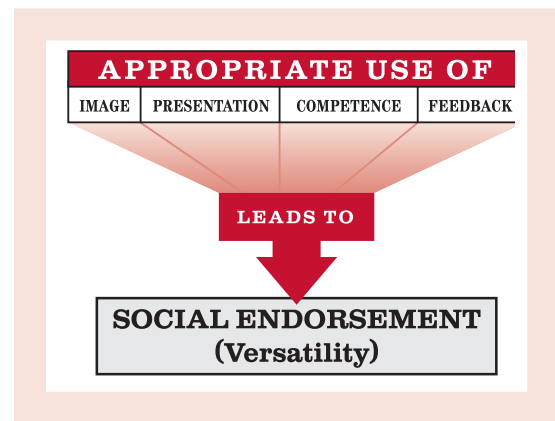
STAR is a one- or two-day program that teaches the skills and concepts of SOCIAL STYLE and Versatility related to selling. Participants complete online, multi-rater assessments to determine their Social Style Profiles. The feedback gathered from the individual and their clients provides an accurate understanding of how the person behaves in the customer's eyes and how to increase his or her interpersonal effectiveness.

Through experiential exercises, sales professionals learn to improve their daily interactions with customers and prospects. Participants learn to use observation and feedback skills to demonstrate an understanding of customer needs, and how to vary their approach, timing and action plan based on each customer's Social Style. They discover the best way to sell to groups, making sure that the needs of each individual are met, while gaining techniques to advance a sale through each individual's preferred decision-making process.

These custom techniques enable salespeople to foster trust and increase influence with customers, leading to increased sales, shortened sales cycles and improved customer retention.

Social Style and Versatility — A Proven Path to Sales Effectiveness

The SOCIAL STYLE MODEL™ assesses an individual's behaviors and places them in one of four SOCIAL STYLE groups. Each Style has positive and negative attributes related to productive work and relationships. The Model identifies behavior and communication tendencies in order to help individuals recognize and improve their interpersonal effectiveness in business settings. Versatility measures the degree of social endorsement an individual receives from others.



Research shows there are four basic elements that are considered when individuals determine a person's Versatility.

TRACOM industrial psychologists formulated the SOCIAL STYLE MODEL™ and Versatility concepts nearly 50 years ago. Since then, more than 1.5 million people have participated in SOCIAL STYLE training. The SOCIAL STYLE and Versatility Models are licensed to thousands of organizations that include it in leadership development, employee training, quality management and other development programs. TRACOM also offers a wide array of other packaged training courses and custom workplace performance services.

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