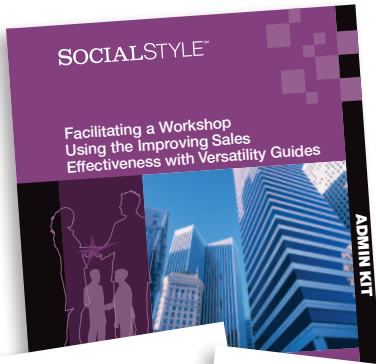


Improving Sales Effectiveness with Versatility

ADMIN KIT



Audience: Trainers and Facilitators

Type: Facilitator Guide & Admin Kit

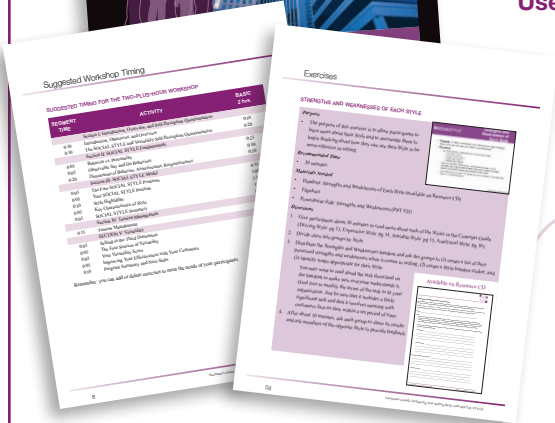
Assessments Available:

Multi-Rater for Sales Professionals

Self-Perception for Sales Professionals

Uses: The *Improving Sales Effectiveness with Versatility (ISEV) Admin Kit* is a

“how-to” resource for teaching a workshop using TRACOM’s ISEV Concepts and Applications Guides. It provides everything needed to teach a sales-focused SOCIAL STYLESM class.



INTERPERSONAL SKILLS: ESSENTIAL FOR SALESPeOPLE

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

Recent participants in TRACOM’s SOCIAL STYLE and Versatility training overwhelmingly said their SOCIAL STYLE training was markedly effective in increasing sales and developing more productive customer relationships.

As a result of TRACOM’s SOCIAL STYLE and Versatility training:

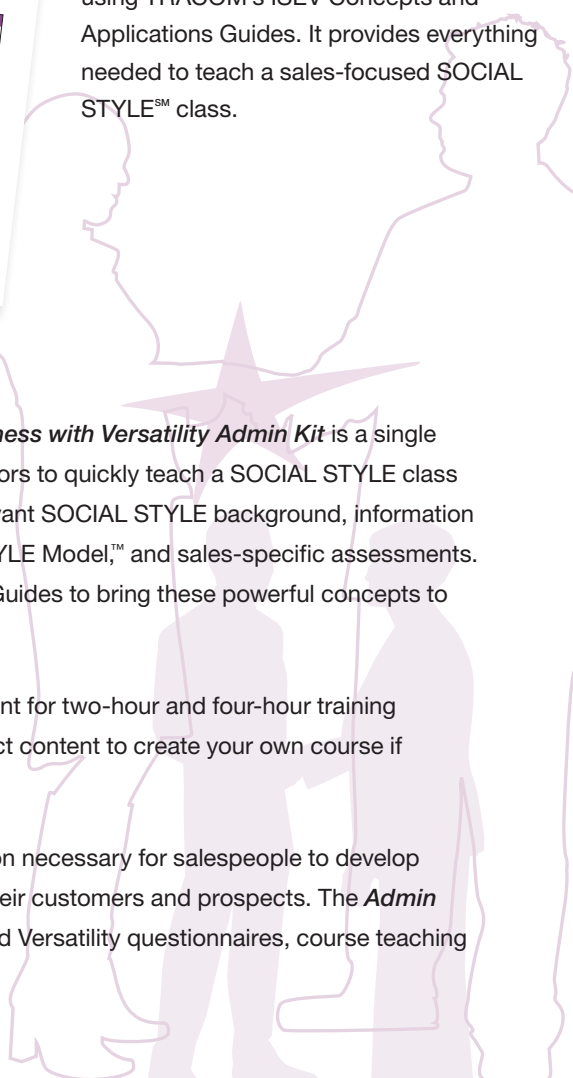
- 92% developed more positive customer relationships
- 87% increased their ability to influence or persuade customers.
- 79% improved their ability to gain ongoing sales
- 58% closed sales they otherwise might not have

PRODUCT DESCRIPTION

TRACOM’s *Improving Sales Effectiveness with Versatility Admin Kit* is a single resource to enable trainers and facilitators to quickly teach a SOCIAL STYLE class using the ISEV Guides. It provides relevant SOCIAL STYLE background, information about SOCIAL STYLE, the SOCIAL STYLE Model,TM and sales-specific assessments. You’ll learn how to use the Model and Guides to bring these powerful concepts to life in the classroom.

It includes recommended course content for two-hour and four-hour training courses, but is flexible so you can select content to create your own course if preferred.

The ISEV material covers the information necessary for salespeople to develop mutually productive relationship with their customers and prospects. The *Admin Kit* includes sample SOCIAL STYLE and Versatility questionnaires, course teaching aids and a resource CD.



Improving Sales Effectiveness with Versatility Admin Kit

BENEFITS

- Learn key concepts of SOCIAL STYLE Model™ and Versatility.
- Understand how to administer and score SOCIAL STYLE™ Assessments.
- Receive detailed, timed outlines for two-hour and four-hour SOCIAL STYLE classes.
- Develop skill in teaching SOCIAL STYLE classes.

ADMIN KIT TABLE OF CONTENTS

INTRODUCTION

Workshop Overview

HISTORY

Roots of the SOCIAL STYLE Model

The Model Comes Together

WORKSHOP MATERIALS

Workshop Materials

Two-Hour Workshop and Four-Hour Workshop

The Self-Perception Questionnaires

The Improving Sales Effectiveness with Versatility Concepts Guide

Resource CD

Additional Materials Available for Exercises

Preparation for the Workshop

Additional Facilitator Preparation Materials

SUGGESTED WORKSHOP TIMING

Suggested Timing for the Two-Plus-Hour Workshop

Suggested Timing for the Four-Plus-Hour Expanded Workshop

ENHANCING YOUR SELLING SKILLS WITH SOCIAL STYLE WORKSHOP – TWO-HOUR WORKSHOP

Section I: Introduction, Overview, And Self-Perception Questionnaires

Section II: SOCIAL STYLE Fundamentals

Section III: SOCIAL STYLE Model

Section IV: Tension Management

Section V: Versatility

OPTIONAL EXERCISES FOR FOUR-HOUR WORKSHOP

