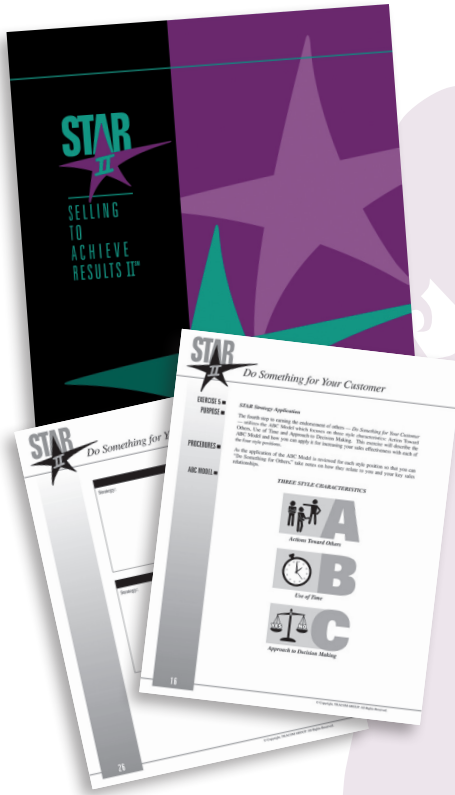


Selling to Achieve Results - 2 Day

COURSE



Audience: Sales

Type: Course

Length: Two-Days*

Assessments Available:

Multi-Rater SOCIAL STYLESM & Versatility for Selling Profile

Use: Interpersonal skills training course designed to improve salespeoples' ability to develop and retain productive relationships with customers; uses conceptual and experiential learning.

*Selling to Achieve Results is also available in a one-day version.

IMPROVING INTERPERSONAL SKILLS ENHANCES CUSTOMER RELATIONSHIPS

As a result of TRACOM's SOCIAL STYLE Training†:

- 92% of Salespeople developed more positive customer relationships.
- 87% of Salespeople increased their ability to influence or persuade customers.
- 77% of Salespeople improved their ability to gain ongoing sales.
- 58% of Salespeople closed sales that they otherwise might not have.

PRODUCT DESCRIPTION

For sales professionals, the ability to effectively communicate with customers is absolutely critical. TRACOM's two-day course, **Selling To Achieve Results (STAR)**, explores customer interactions on a conceptual and an experiential level. To be successful with a client, a salesperson must first understand the client's 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.

During Day One of the STAR program, participants develop a conceptual understanding of interpersonal relationships using TRACOM's proven models of SOCIAL STYLE and Versatility. Day Two leverages this knowledge through interactive exercises and role-playing. Salespeople will learn about selling to groups, building consensus, shortening selling cycles and negotiating, all while gaining respect and confidence from their clients.

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.

†TRACOM Group, Centennial, Colo. Salespeople 2006 survey.



Selling to Achieve Results - 2 Day

BENEFITS

Salespeople will learn to:

- Understand why some relationships are more productive than others.
- Determine their own SOCIAL STYLE and Versatility based on a self-assessment and ratings from others.
- Gain endorsement from clients and prospects.
- Sell to groups, build consensus, shorten selling cycles and negotiate well.
- Use the ABC approach to selling (Actions toward others, Best use of time, and Customized approach to decision-making).
- Support their customers' Style Needs.
- Overcome indifference and resistance from their customers or prospects.
- Understand the customer during each phase of the sales cycle: establishing rapport during the Open phase, catering to customer needs during The Body phase, and wrapping up the details during The Close phase of the sale.

Participant Package Includes: Selling to Achieve Results Workbook, Improving Key Relationships Guide, Skills Guide Card, Key Concept Reminder Booklet, Accepts/Rejects Card, Participant Certificate, Name Tent.

ADMINISTRATIVE TOOLS FOR COURSE DELIVERY

Facilitating STAR requires certification. You may choose to certify your own staff or use TRACOM's certified instructors.

THIS ADMIN KIT INCLUDES:

Facilitator Guide • Wall Charts (set of 26) • PowerPoint Visuals on CD • 2 DVDs (Day 1 and 2 w/ and w/o narrators, phone call vignettes for Style Identification) • Carrying Case.

COURSE OUTLINE

MODULE 1: UNDERSTANDING SOCIAL STYLE

INTRODUCTION 60 MIN

DIMENSIONS OF BEHAVIOR 90 MIN

- First Impressions
- Assertiveness
- Responsiveness

SOCIAL STYLE MODEL™ 30 MIN

- The Four Styles
- Identifying Styles

SOCIAL STYLE PROFILE 45 MIN

- Understanding Your Profile Results

TENSION MANAGEMENT 30 MIN

- Tension and Productivity
- Back-up Behavior
- Toxic Relationships

VERSATILITY 30 MIN

- Sources of Social Endorsement
- Versatility in Action

SOCIAL STYLE PROFILE – PART II 30 MIN

- The Narrative Report

INCREASING SOCIAL ENDORSEMENT 60 MIN

- Six Rules for Observing Style
- Know Your Customer
- Improve Key Sales Relationships

MODULE 2: INCREASING SALES EFFECTIVENESS

REVIEW 30 MIN

GAINING ENDORSEMENT 60 MIN

- Know Yourself, Know Your Customer

THE STAR STRATEGY 45 MIN

- The ABC Model
- Do Something for Your Customer—STAR Strategy by Style

THE STAR STRATEGY IN ACTION 240 MIN

- Scenarios and Role Practice
- Understanding Customer Decisions
- Insights for Application

ESTIMATED COURSE TIME: 750 MIN

