



**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.



## Applications Guide

### AUDIENCE

Salespeople

### USE

This highly tactical reference guide adds tremendous value to any Sales SOCIAL STYLE & Versatility product. Use as a take-away or incorporate into your own program to enhance your salespeople's ability to apply these essential interpersonal skills concepts to any sales situation. Appropriate for a beginning sales self-perception session or our most complete sales course.



## PRODUCT DESCRIPTION

TRACOM's **Improving Sales Effectiveness with Versatility Applications Guide** is a compact guide full of key information that is necessary for salespeople to develop mutually productive relationships with their customers and prospects. Gaining respect and confidence from a customer in sales and can only be optimally achieved by interacting with a customer in a way that he or she is most comfortable. This Applications Guide teaches salespeople to interact appropriately with their customer's SOCIAL STYLE, support their customer's Style Need, overcome indifference and resistance, and to approach each phase of the sale (The Open, The Body, The Close) effectively to create a mutually beneficial outcome.



**TRACOM GROUP**  
THE CREATOR OF SOCIAL STYLE®



**SOCIAL STYLE®**



## Improving Sales Effectiveness with Versatility™



### Contents

#### BENEFITS

- Easy-to-use format allows for self-study and incorporation into custom courses
- Great for follow-up training

#### Salespeople will:

- Learn how their SOCIAL STYLE interacts with their customers' SOCIAL STYLES
- Learn how to support their customers' Style Needs
- Understand how to overcome indifference and resistance from their customers or prospects
- Be equipped to enter into The Open phase of a sale and to better establish rapport with the customer
- Discover that they are better able to probe and learn about their customers' needs during The Body phase of the sale when they learn how to develop better relationships with the customers

#### INTRODUCTION

- Introduction
- Prerequisites
- Guide for You
- Why Learn to Become a Highly Versatile Salesperson
- Sales Survey

#### SOCIAL STYLE REVIEW

##### IDENTIFYING THE SOCIAL STYLES OF YOUR CUSTOMERS

- Knowing Them by Their Actions
- Style Need and Orientation
- Rules for Observing Behaviors

##### HOW YOUR STYLE INTERACTS WITH YOUR CUSTOMER'S STYLE

- Here's Looking at You
- When a Style Meets a Style
- Steps to Successfully Improving Sales Effectiveness with Versatility
- Backup Behavior
- Recognizing Backup Behavior
- Dealing with a Customer's Backup Behavior

##### THE ABCs OF SUPPORTING YOUR CUSTOMER'S STYLE NEED

- The Driving Style
- The Expressive Style
- The Amiable Style
- The Analytical Style

##### HOW YOUR CUSTOMER RESPONDS TO YOU

- Using SOCIAL STYLE to Overcome Indifference and Resistance

##### THE PHASES OF THE SALE

- The Style Advantage in the Sales Process
- The Phases of the Sales Process
- The Open
- The Body
- The Close

**TRACOM® GROUP**  
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