

A background image showing a group of business professionals in a meeting, with their hands clasped together in a circle over a table with papers and coffee cups.

Social Style™ Versatility Beyond the Product

Social StyleSM: Versatility Beyond the Product

Successful salespeople know that nothing is more important than understanding the customers' needs.

Sales superiority in today's marketplace requires that salespeople both understand the needs and influence the customer's perceptions and buying criteria.

Social StyleSM: Versatility Beyond the Product is a unique training solution that provides salespeople with insight into behavioral patterns that affect every step of the sales process.

By learning about their behaviors, as well as how to recognize these patterns in customers, salespeople are able to modify their sales approach and process to develop greater endorsement from others.

This in turn creates trust, increases influence and, ultimately, drives more business. Social StyleSM: Versatility Beyond the Product helps sales professionals develop the versatility skills necessary to adapt their behavior to sell the way buyers like to buy.

This program teaches interpersonal versatility that enables a salesperson to foster trusting, influential relationships with customers.

Program Benefits

RESULTS ORIENTED

- *Addresses the importance of versatility in interacting with clients and the direct impact on increased sales performance.*

IMPROVES SALES PERFORMANCE

- *Teaches developing and maintaining buyer comfort. Participants can increase their performance and success with customers of all styles.*

SALES SPECIFIC

- *Designed specifically for sales and sales support professionals.*
- *Participants will readily make the connection to their interactions with clients.*

SKILLS ORIENTED

- *Teaches versatility skills and how to apply them to real selling situations.*
- *Skills are taught for advancing all phases of the sales process.*

DEVELOPMENTAL

- *Answers the question, "Why?" as well as "How?"*
- *Helps individuals to progress in their professional selling careers.*



OVERVIEW

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

Research by the Tracom Corporation has shown that salespeople with high versatility consistently sell more.

Using control and experimental groups, the Social Style trained groups outsold the control groups by an average of 26% during the three-month period after training,

Salespeople with high versatility—those who can adapt their selling style to the buying needs and preferences of their customers—consistently have much stronger, more influential relationships with their customers.

Social StyleSM: Versatility Beyond the Product helps sales people learn the critical interpersonal selling skills that provide them a competitive edge because of how they sell, not what they sell.

PROGRAM SUMMARY

Social StyleSM: Versatility Beyond the Product is a two-day workshop designed to help salespeople and pre-sales support people to develop the necessary interpersonal and versatility skills to adapt their behavior to sell the way customers like to buy.

Specifically designed to enhance a sales person's skills at influencing others in the sales campaign, the program examples, videos, and activities are each focused on the process of buying and selling.

In the first day, participants are introduced to the concept of Social StylesSM and versatility and the importance of developing comfort with customers as a critical factor in the sales effort.

Participants learn the key characteristics of assertive and responsive behavior, and become proficient at rapidly identifying those behaviors in others.

During this first day, participants receive feedback on their own behavior and how it is perceived from a set of customers they have chosen as feedback sources.

On the second day, participants are given multiple opportunities to practice what they've learned in the previous module and apply it to their real world.

Participants receive feedback on their versatility from their actual customers.

Through a series of role-plays and exercises, participants develop and practice high-versatility strategies for actual customers with whom they would like to improve their relationships.

DAY 1: UNDERSTANDING SOCIAL STYLESSM

- Understand the relationship between interpersonal skills, influence and sales success.
- Receive personalized feedback on your Social Style as perceived by your customers, and compare their perception of you with your self-perception.
- Better understand your strengths and weaknesses in terms of their impact on your ability to understand and influence others, both internal support staff and customers.
- Learn how to quickly assess the Social Styles of customers, partners, managers, support personnel, and other's upon whom you depend for your success.
- Understand how different kinds of customers react differently to various levels of tension and how to manage that tension to create a productive selling environment.
- Learn style-based techniques for avoiding, managing and minimizing tension in a sales relationship.
- Take specific steps to help you increase social endorsement from others; thus, having a positive impact on your business relationships.
- Apply versatility skills to increase comfort.

DAY 2: LEARNING VERSATILITY SKILLS

- Identify elements of the four sources of social endorsement that drives the perception of your versatility
- Learn strategies for optimizing your understanding of and influence on each of the four Social Styles.
- Understand how one's Social Style determines preferences for the way in which people use time, make decisions, and depend upon data.
- Practice the versatility skills necessary to both understand and influence others efficiently and effectively.
- Learn the steps you must take so that you can apply what you learned to your daily interactions with customers and prospects.
- Develop and test a Versatility Strategy for a less-than-satisfactory sales relationship.

SESSION LENGTH

Two days.

PARTICIPANT MATERIALS

Participant guide, Social StyleTM Profile and feedback booklet.

LEADER MATERIALS

Leader guide, program video, presentation materials.



Jack B. Keenan, Inc.
1820 Georgetta Dr.
San Jose, CA 95125 U.S.A.
Phone (408) 448-4686
Fax (408) 448-4687
www.jackbkeenan.com