



SOCIAL STYLE[®]

SELLING FOR RESULTS[™]

An advanced program that teaches salespeople the impact behavioral differences have on their relationships with customers.



PROGRAM DESCRIPTION

TRACOM's *Selling for Results* virtual program teaches salespeople how to master interpersonal skills through focused discussions, evaluating scenarios on video and participating in immersive exercises to become comfortable *applying* the concepts.

- ◆ Highly engaging program combines content with skill development
- ◆ Builds an understanding how each SOCIAL STYLE prefers to interact
- ◆ Interactive exercises help salespeople apply what they've learned
- ◆ Salespeople receive feedback on how others see their Style & Versatility
- ◆ Develop a plan to improve relationships with customers and internal teams

DELIVERY
Virtual

DURATION
1st Session: **2 Hours**
2nd Session: **1.5 Hours**
3rd Session: **2 Hours**

WATCH THE VIDEO TO SEE:

- ◆ The content the course covers
- ◆ A preview of the SOCIAL STYLE assessment & training material
- ◆ The application tools included to support the learning
- ◆ All the facilitation materials available for this program
- ◆ Our easy process to certify facilitators to teach this program



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THIS PROGRAM COVERS:

- Discover the four patterns of behavior we call SOCIAL STYLES
- Learn how each Style prefers to communicate and interact
- Learn about the four sources of Versatility
- Recognize how others see your SOCIAL STYLE
- Multi-Rater Assessment identifies your Versatility & blind spots
- Practice identifying Styles of others to begin applying Versatility
- Participate in interactive exercises to apply the skills learned
- Identify key relationships and build strategies to improve them
- Gain access to application tools to use after the training

WHAT'S INCLUDED:



PROFILE REPORT

Multi-Rater SOCIAL STYLE & Versatility Assessment

This online multi-rater assessment measures a person's SOCIAL STYLE and Versatility with feedback from others and is an integral part of the training experience.



TRAINING MATERIALS

Selling for Results Participant Workbook

This interactive digital workbook is used to help explain key program concepts and helps put them into practice through the exercises contained in the materials.



APPLICATION TOOLS

SOCIAL STYLE Navigator & Passport

Explore these online tools that help people apply SOCIAL STYLE to real-world scenarios and see how Style would be seen in another country.



FACILITATOR MATERIALS

Facilitators can purchase a Facilitator Guide, which includes:

- PowerPoint Deck, speaking notes and supporting research
- The **SOCIAL STYLE & Versatility Handbook** to learn how to teach the program
- A sample copy of all participant training materials and job aids
- Access to our eLearning based Facilitator Certification Program