



IMPROVING SALES EFFECTIVENESS WITH VERSATILITY™

A robust introduction of how behavioral differences impact selling relationships.

PROGRAM DESCRIPTION

TRACOM's Improving Sales Effectiveness with Versatility program offers a quick and easy introduction to interpersonal effectiveness for sales people.

- Brief, but impactful learning program for sales people
- Provides a foundational understanding of behavioral differences
- Learners receive an estimate of their SOCIAL STYLE & Versatility
- Teaches key skills to improve relationships with customers & prospects
- Material is easy to learn, remember and apply



DELIVERY
In-person



DURATION
2 Hours*

*Optional exercises available to extend time

WATCH THE VIDEO TO SEE:

- The content that 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



TRACOM GROUP
THE CREATOR OF SOCIAL STYLE®



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IMPROVING SALES EFFECTIVENESS WITH VERSATILITY™

THIS PROGRAM COVERS:



Understand the difference between behavior & personality



Discover the four patterns of behavior we call SOCIAL STYLE



Learn how each Style prefers to communicate and interact



Estimate your SOCIAL STYLE by completing an assessment



Understand how Versatility helps interpersonal effectiveness



Take a Versatility assessment to estimate your impact on others



Learn how to identify the SOCIAL STYLE of other people



Gain access to application tools to use after the training

WHAT'S INCLUDED:



PROFILE REPORT

Self-Perception SOCIAL STYLE & Versatility Assessment

This online self-perception assessment measures a person's SOCIAL STYLE and Versatility and is an integral part of the training experience.



TRAINING MATERIALS

Improving Sales Effectiveness with Versatility Participant Workbook

This interactive digital workbook is used to help explain key concepts and helps put them into practice through the exercises contained in the materials. (Optional printed 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 an Administration Kit, which includes:

- A Facilitator Guide, PowerPoint Deck, 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 Virtual SOCIAL STYLE Certification Sessions