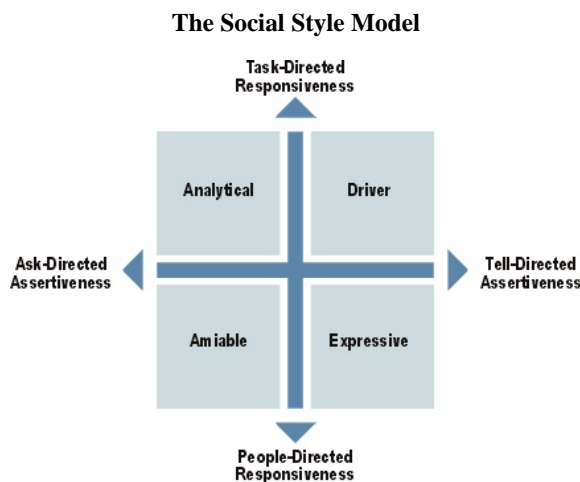




THE VERSATILE SALESPERSON

Even the most unique, innovative products and services have limited appeal on their own. To respond to customers' business needs, interests, and priorities better than the competition, salespeople need to add value. This process begins with being able to quickly strike a chord with customers — to make them feel comfortable talking about real business issues. In other words, sales success is as much about the “how” of sales as it is about the “what” of sales. Simply put, today’s no-nonsense environment takes an agile salesperson with exceptional interpersonal versatility.

The Versatile Salesperson (VSP) is built around a 4-quadrant Social Styles matrix. Participants are profiled for their perceived Social Style and interpersonal versatility level, then learn how to identify others' Social Styles and temporarily adjust their own to communicate more easily and effectively with others.



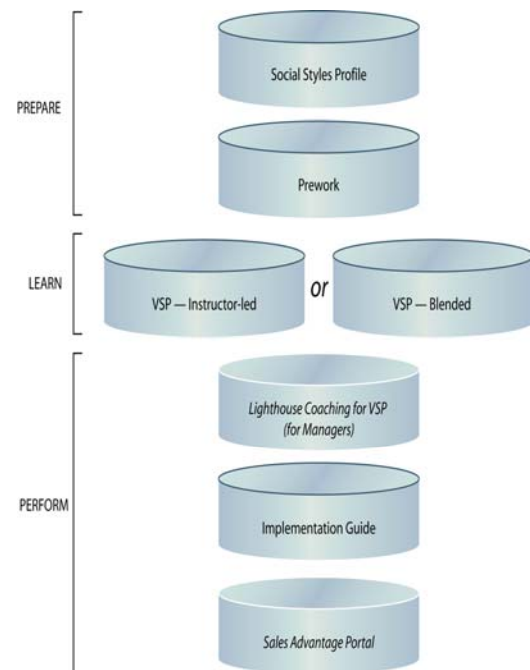
VALUE PROPOSITION

People buy from people they are comfortable with. VSP gives salespeople a simple method for improving their ability to quickly build rapport with customers and prospects of all levels. Implemented as a flexible and integrated Human Performance Improvement (HPI) solution, VSP enables a more comfortable customer experience, offers effective coaching and performance management with a variety of tools, and can increase topline sales performance.

APPROACH

VSP's learning components can be *flexibly delivered* — as an instructor-led or blended solution (with e-learning for most content followed by an application day for

practice and action planning). Several optional components (*in italics*) are highly recommended to create an integrated solution to change sales results.



Whether instructor-led or blended, VSP has a classroom component, which can be taught by a Wilson Learning facilitator, or by an organization's own leader-trained in-house professional. This enables:

- Face-to-face interaction among the salespeople and with the facilitator
- True-to-life skills practice with immediate in-person feedback
- The opportunity for real-time commitment to action

VSP has four integrated learning modules:

OUTCOMES BY MODULE

Key Learnings Are...	Your Salespeople Will:
<p><i>Dimensions of Social Style</i></p> <p>How to identify assertiveness and responsiveness as determinants of four social styles. How to understand the expectations of buyers of each style — and the strengths/weaknesses of one’s own style.</p>	<p>Be able to appreciate the differing expectations of buyers and avoid the limits of one’s own style and assumptions.</p>
<p><i>Identifying the Social Style of Buyers</i></p> <p>How to “read” the behavior of different buyers in order to accurately identify their social style. How to recognize the effect of one’s own style on the behavior of buyers.</p>	<p>Be able to accurately determine the Social Style of buyers in order to make an on-target approach.</p>
<p><i>Managing Tension During the Sales Process</i></p> <p>How to recognize people's perception of lower and higher versatility and how the styles tend to react under tension. How to apply versatility skills to manage tension.</p>	<p>Be able to maintain an optimal sales relationship throughout the sales process — regardless of tension and difficulty.</p>
<p><i>Adapting to the Behavior of Buyers</i></p> <p>How to adapt one’s own behavior to be in accord with the expectations of the buyer at each stage of the sales process.</p>	<p>Be able to communicate persuasively throughout the sales process with buyers of each Social Style.</p>

ENABLING IMPROVED PERFORMANCE

VSP features various performance application, reinforcement, and support tools. These additional learning components – application exercises, job aid cards, implementation guides, electronic reinforcement tools, performance checklists, etc. – ensure that salespeople can hone newly acquired skills and behaviors upon returning to work. Involving sales managers early on, and training them to coach for interpersonal versatility, is also fundamental to a successful VSP implementation.

MEASUREMENT

Organizations that implement VSP also have access to measurement and impact evaluation tools. For example, many VSP customers use the Social Style Profile administered in the preparatory stage of all implementations a second time after core learning has taken place to measure shifts in perceived versatility. This concrete, real-world feedback motivates salespeople to perform, and acts as a blueprint for creating individual, group, and organizational development plans.

VSP customers also receive a Win-Loss Review that helps sales managers track with their salespeople the actual impact the use of versatile selling skills have on real sales performance.

EVALUATION

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that VSP brings the results you seek. We are committed to helping you succeed. And we will work with you to set up evaluation systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.