



SOCIAL STYLE®

SOCIAL STYLE® Navigator for



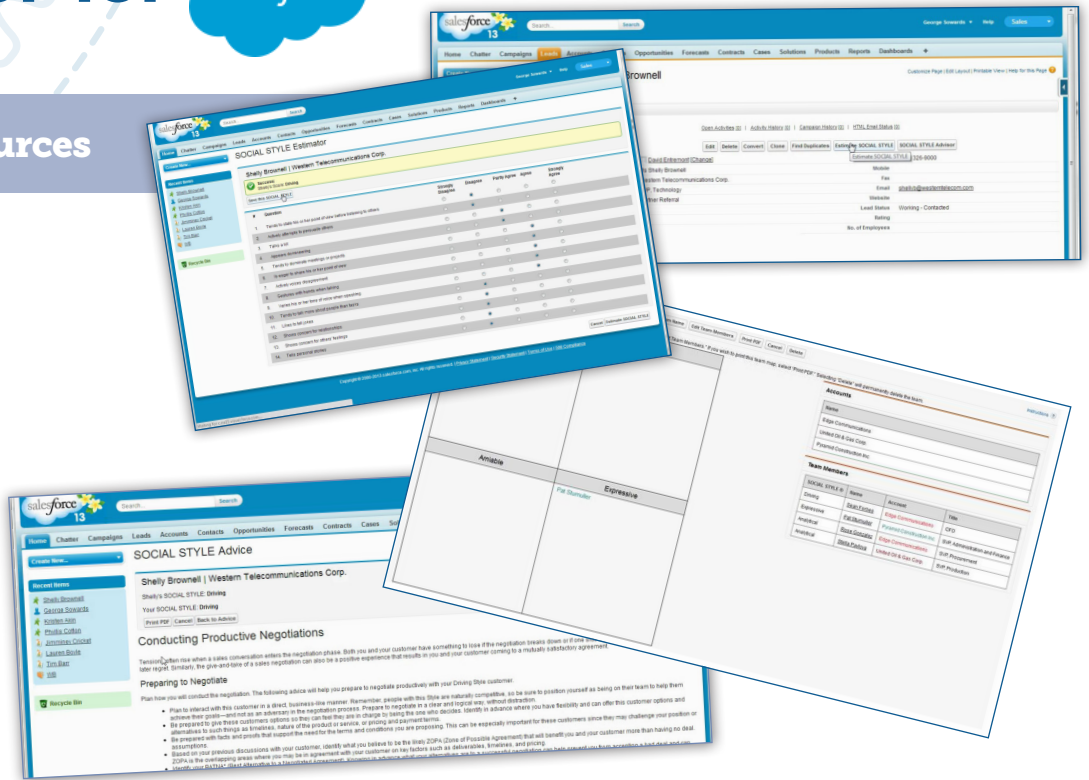
Technology Resources

AUDIENCE

Sales Professionals using
SalesForce.com

USE

Cloud-based, micro-learning
app within Salesforce provides
sales professionals with continual
learning to apply SOCIAL STYLE
strategies to solve common
selling situations



The ability to effectively communicate with your prospects and customers is a critical part of successfully selling. The SOCIAL STYLE Model™ is a proven way to build rapport, overcome objections and close more sales.

The **SOCIAL STYLE Navigator for Salesforce.com** puts the power of SOCIAL STYLE into Salesforce.com. It allows the Salesforce.com user to quickly identify the Style of any contact or lead and then provides scenario-specific advice on how to most effectively work with the prospect to advance the sales process.

The **SOCIAL STYLE Navigator for Salesforce.com** has three powerful tools:

- **SOCIAL STYLE Estimator** — Answer 14 short questions to estimate the SOCIAL STYLE of your prospect or customer. Use that Style estimate to plan your interactions and save it directly to the Lead Detail section of Salesforce.com. It's available to you and your colleagues for future use.
- **SOCIAL STYLE Advisor** — Productivity tips on dozens of topics including common managerial tasks and sales scenarios. Advisor tips reflect the unique SOCIAL STYLE preferences of both the learner/user and the person they are interacting with, for personalized Style-to-Style advice. For example, a Driving Style manager can get advice on effectively giving performance feedback to an employee with the Analytical Style. Or an Expressive Style salesperson can learn how to overcome the objections from an Amiable Style buyer. Each Advisor scenario can be reviewed online or printed out for reference; and they include links to additional resources on each of the 30+ topics including information about how a person's own SOCIAL STYLE influences the situation.
- **SOCIAL STYLE Team Map** — Create a map in the individual Styles of leads and contacts to help plan your interactions with them.

TRACOM GROUP
THE SOCIAL INTELLIGENCE COMPANY®



ADVANCE AND CLOSE MORE SALES!

To be successful with a client, a salesperson must first understand the customer needs and preferences, and then address them. Sales professionals who can adapt their selling style to the buying needs and preferences of their customers have stronger, more influential relationships with their customers.

As a result of TRACOM's SOCIAL STYLE Training:

- 92% of Salespeople developed more positive customer relationships
- 87% of Salespeople increased their ability to influence or persuade customers
- 79% of Salespeople improved their ability to gain ongoing sales
- 58% of Salespeople closed sales that they otherwise might not have

SOCIAL STYLE is the world's most effective interpersonal skills model. It is easy to understand and apply which means individuals and organizations can quickly improve productivity simply by understanding the four SOCIAL STYLEs: Driving, Expressive, Amiable and Analytical.

With the SOCIAL STYLE Estimator, SOCIAL STYLE Advisor, and SOCIAL STYLE Team Map the salesperson has the tools to sell more and manage better.

Many TRACOM products may be purchased online. Visit www.tracomcorp.com to learn more or shop.



Technology Resources

SOCIAL STYLE ADVISOR SALES TOPICS

- Advancing the Sale
- Asking Productive Sales Questions
- Conducting Productive Negotiations
- Convincing a Customer to Switch
- Customer Decision Making
- Developing and Conducting Sales Calls
- Gaining and Building Trust
- Gaining Commitment
- Giving Presentations
- Difficult Conversations with Customers
- Knowing Your Customer
- Preparing for a Sales Call
- Recognizing Customer Attitudes
- Selling to a Purchasing Committee
- Virtual Communication with Customers

SOCIAL STYLE ADVISOR MANAGERIAL TOPICS

- Conducting a Performance Review
- Conflict Management
- Creating a Productive Coaching Environment
- Creating a Productive Team Environment
- Delegating to Others
- Giving Public Presentations
- Managing Team Change
- Managing Virtual Teams
- Motivating and Inspiring Others
- Providing Difficult Feedback
- Running Team Meetings
- Setting Goals
- Team Decision Making
- Teams Dominated by a Single Style
- Virtual Communication with Teams

SOCIAL STYLE ADVISOR INDIVIDUAL CONTRIBUTOR (UNIVERSAL) TOPICS

- Handling Difficult Conversations
- Managing Your Performance
- Public Presentations
- Understanding Your Supervisor
- Virtual Communication