



# SUCCESS STORIES

## Accelerating Sales Growth with SOCIAL STYLE



Service-focused businesses and consultancies rely heavily on relationships and the professional networks of salespeople and managers. Preparing consultants and salespeople with the skills needed to form relationships is the cornerstone of success.

While people skills might

seem inherent to consultants and sales professionals, this is often not the case. Many service organizations rely on technical experts such as engineers, accountants or lawyers for business development and while their functional skills are usually strong, their people skills too often are lacking.

DayBlink Consulting, a boutique management, strategy, and technology consulting firm, recognized the need to equip its consultants with SOCIAL STYLE skills as a way to read the behavioral cues of their customers and form strong selling relationships.

Since opening their doors in 2013, DayBlink has been experiencing rapid growth. The company has already built a reputation for its advisory services, entrepreneurial focus, and mission to give back to the community. Their ultimate goal is to be recognized as one of the top five “Best Consulting Firms to Work For” as well as for their progressive approach to integrating consulting with investment opportunities.

Among consultants, the need for versatile and team-driven employees is imperative. SOCIAL STYLE training equips learners with the skills needed to be more effective salespeople both inside and outside of a team setting. The executives at DayBlink understand that by investing in their employees’ abilities to succeed, they are establishing a symbiotic relationship with their employees who will invest back in DayBlink.

*“SOCIAL STYLE is a key focus for continued leadership development and sales training at DayBlink Consulting.”*

*- Mike Moore,  
Director at  
DayBlink  
Consulting*

*Learn more about  
SOCIAL STYLE for  
Sales here.*



## SOCIAL STYLE®

Sales professionals who understand the behaviors of their clients and prospect can help decipher intentions, and better predict the future actions of others. SOCIAL STYLE training helps sales people learn and apply this skill - providing an enormous competitive advantage for the organization. DayBlink recognized this potential and engaged Tracom to conduct the Understanding and Managing Behavioral Differences course for analysts and consultants at the firm.

Those who participated in the SOCIAL STYLE training ranged in experience, but in general were a few years out of elite undergraduate schools, and with anywhere from months to a few years of consulting experience.

In addition, DayBlink brought 'sponsored' graduate students to join the team to expose them to the DayBlink culture and to the SOCIAL STYLE training.

Although DayBlink invests a significant amount of time towards training both prior to and during client engagements, professionally led 'soft skill' training was identified as a source of special value needed for their professional development.

According to Mike Moore, Director at DayBlink Consulting, "DayBlink understood that the type of social analysis and behavioral insight that SOCIAL STYLE training provides would be powerful for their staff when interacting with clients."

DayBlink recognized the importance of soft skills training that could be put into practice right away, and SOCIAL STYLE training provided exactly that as SOCIAL STYLE is easier to learn and quickly implement than MBTI or DiSC.

Learners were given knowledge and tools to immediately apply what they had learned, for example, learners were able to prepare for client meetings by designating a SOCIAL STYLE to a client or those attending a critical meeting, determining the best approach to interact and build a relationship based on those assumptions, and ultimately, executing a high performing session that builds the DayBlink brand.

TRACOM's Understanding and Managing Behavioral Differences is one of most crucial components of formal and informal training conducted at DayBlink. "Although soft skills can be hard to measure, we seen many positive results from the program. SOCIAL STYLE will be a key focus for continued leadership development and sales training at DayBlink Consulting", says Mike Moore.

SOCIAL STYLE has been proven to win more business, drive high performance teams, promote diversity and inclusiveness, and improve performance.

### About The TRACOM Group

The TRACOM Group provides the "Ah Ha's" to people as to how and why they act and interact with the world around them the way they do. We do this by teaching people about the core elements of an individual: their behavior, their emotions and their mindset and the impact these elements have on them each and every day. We call these core elements Social Intelligence and most people are completely unaware the impact that these elements have in how they interact with others and how they frame what is happening in the world around them.

Click here to learn more about [SOCIAL STYLE](#).