

SUCCESS STORY

Accelerating Sales Growth with SOCIAL STYLE



DayBlink Consulting

INDUSTRY:

Consulting Firm

CHALLENGE:

“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.”

MIKE MOORE
Director at DayBlink Consulting

SOLUTION:

SOCIAL STYLE

OVERVIEW

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.

THE CHALLENGE

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.

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.

THE SOLUTION

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. 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.

"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."

MIKE MOORE
Director at DayBlink Consulting

WHY SOCIAL STYLE?

TRACOM's SOCIAL STYLE Model was originally created through a partnership between education and business. University of Denver industrial psychologist, David Merrill was approached by industry to identify what attributes distinguished top-performing executives from the others. That research turned into the SOCIAL STYLE Model which shows there are four basic patterns of behavior, known as the four SOCIAL STYLES. Once a person understands these behavioral patterns, they can modify their actions to build more effective relationships with others and be more successful in any profession. This is known as Versatility. Research shows that managers with higher Versatility are:



27% better at leading teams



19% more likely to be promoted



25% better at coaching others



23% better at effectively managing conflict