

# Selling Virtually with SOCIAL STYLE®

How to interact with clients, handle their objections and gain commitment by understanding and adapting to their virtual SOCIAL STYLE®.



## BENEFITS OF TRAINING VIRTUALLY

- It's a cost-effective way to train—no travel, no lunches brought in!
- You can schedule, customize and deliver the training from your own computer
- It expands your skillset and increases the value you bring to your company and clients
- TRACOM will train you to teach this curriculum virtually, or we can facilitate it for you

## PRODUCT DESCRIPTION

The impact of technology has been changing sales for decades with email and online sales gradually undercutting face-to-face selling. Now COVID-related considerations are expected to limit travel for at least the next five years. So how does the sales professional create effective relationships with people they've never actually met? SOCIAL STYLE skills can bridge the virtual gap leading to new ways selling and new opportunities for growth.

This course is focused on the application of SOCIAL STYLE in virtual selling and assumes participants have previous Style training to understand the model and concepts.



### Virtual Delivery Options

- One 90-minute session (with Self-Perception Profile)
- One 2-hour session (with Multi-Rater Profile)



### Audience

- Sales Leaders
- Salespeople
- Employees with Customer Contact



### Assessment

- Self-Perception
- Multi-Rater
- Versatility Checkup Profile

This training helps build rapport, overcome objections and increases sales performance. 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**

# Selling Virtually with SOCIAL STYLE®

Training Agenda Options



## VIRTUAL TRAINING SESSION AGENDA

How SOCIAL STYLE® Works With the Sales Process

Virtual Profiling: email, Linked In, Virtual Meetings

Setting the Virtual Sales Stage

—Key Style Characteristics

—Encouraging Customers to be Versatile

—Do's & Don't's

Break

Managing the Virtual Sales Stage

—Behaviors to Expect

—Managing Customer Tension

—Selling to a Committee Virtually

—Building Relationships Virtually

—Earning Trust Virtually

Debriefing Profiles\*

Additional Resources

\*only included in 2-hour session

## WHAT'S INCLUDED...

Facilitators receive:

- Facilitator Guide
- *Selling Virtually with SOCIAL STYLE®* Participant Workbook
- PowerPoint Presentation

Training participants receive:

- *Selling Virtually with SOCIAL STYLE®* Participant Workbook

## PARTICIPANTS WILL LEARN TO...

- ✓ Observe customers' behaviors to determine their Style and needs
- ✓ Adapt to those needs when approaching clients
- ✓ Anticipate client behaviors and tune into their tension
- ✓ Sell virtually in the way clients like to buy—rather than how we like to sell

## POST-TRAINING ON-DEMAND RESOURCES

### SOCIAL STYLE NAVIGATOR®

SOCIAL STYLE Navigator can be accessed on any device, to help apply what was learned—in real-time. The application includes an estimator that allows salespeople to determine what a customer's Style might be if they don't know it. Then they can access just-in-time advice on how to most effectively interact with customers in a number of scenarios. Navigator also allows salespeople to experience self-directed eLearning on critical behaviors like managing conflict, working in teams, coaching others and achieving higher Versatility.

THE CLASSROOM IS VIRTUAL.  
THE RESULTS ARE REAL.

**TRACOM® GROUP**

THE SOCIAL INTELLIGENCE COMPANY®

### SOCIAL STYLE PASSPORT

SOCIAL STYLE Passport is an interactive tool that allows salespeople to select from nearly 90 country and regional norms to learn how their Style may change based on the behavior standards of that locale, to help them become most productive when working with customers from other cultures, physically or virtually.

TRACOM's Virtual Learning Series