

# 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 the four-quadrant Social Styles matrix. Participants are profiled for their perceived Social Style and interpersonal versatility level, and then learn how to identify others' Social Styles and temporarily adjust their own to communicate more easily and effectively with others.

## The Social Styles Model



## Program Outcomes

People buy from people with whom they are comfortable. VSP gives salespeople a simple method for quickly building rapport with customers and prospects of all levels. Implemented as a flexible and integrated human performance improvement solution, VSP enables a more comfortable customer experience, offers a variety of tools to aid in effective coaching and

performance management, and can increase topline sales performance.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, VSP includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares salespeople and managers for the overall learning experience:

- Pre-workshop communication

**Learning Transfer** design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop

The workshop can be delivered in modular format over non-consecutive days to allow application between sessions. This program can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

**Organizational Alignment** ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

## Modules: Key Learnings Are . . .

### Creating Sales Effectiveness

How to define the importance of versatility and the benefits it can have on work

## Your Salespeople Will Be Able To . . .

Recognize the importance of versatility in personal and business success; learn an approach for using versatility to improve sales effectiveness

### Identify Style

How to “read” the behavior of different people in order to accurately identify their Social Style; how to recognize the effect of one’s own style on others’ behavior

Accurately determine their customers’ Social Styles and be able to approach them in the most appropriate manner

### Reflect on Style Expectations

How to reflect on the expectations and preferences customers of the different Social Styles have for salespeople

Describe the expectations and preferences for each style; identify how these apply on the job; find out how versatility is interpreted by others

### Modify Your Style

How to adapt working relationships with customers in order to meet their style expectations and preferences

Communicate persuasively with each Social Style

### Mastering Style Modification

How to meet others’ needs and expectations by modifying style behaviors; how to use specific behaviors (pace, voice, body language, focus) to display greater versatility to improve relationships and obtain better results

Adapt their behavior to match customers’ behavior; improve versatility to build better relationships and influence others

### Dealing with Customer Tension

How to recognize others’ back-up behaviors (fight/flight responses to stress); how to develop skills for dealing with customers when they are uncomfortable

Deal more effectively with customers who are experiencing discomfort during the sales process; create a plan for applying newly developed versatility skills

## Continued

As a result of this integrated approach, salespeople will continue to apply the skills and tools learned long after the learning event is completed.

## Enabling Improved Performance

*The Versatile Salesperson* (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 successful VSP implementation.

## Measurement

Follow-up measurement options are available, including the Social Style Profile (administered in the preparatory

stage of all implementations and 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 will work with you to set up evaluation systems that help improve outcomes 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 can be integrated with your sales process.**