

# Understanding Behavioral Styles for Sales

*Communicate with any client to establish a successful sales relationship*

ON-LINE | SELF PACED COURSE

**T**he new client. The demanding client. The “buddy” client who monopolizes all your time. Different people, different behaviors, same challenge: How do you turn this into a productive sales relationship?

**The answer is understanding behavioral styles.** Everyone’s personal behavioral style – yours and your clients’ – is revealed in their interaction with others. Learning to recognize various styles quickly and adjusting your own behavior effectively is the focus of this course.

You’ll start by gaining valuable insight into your own behavioral style. Then, you’ll learn a system that helps you recognize and categorize the different styles of behavior you observe in others. As you use this knowledge, you will begin to appreciate how personal styles affect your client interactions and learn to react appropriately.

**Understanding Behavioral Styles for Sales** will teach you to build dynamic, fruitful sales relationships more quickly and easily – even with “demanding” clients!

These insights and techniques are also helpful when managing relationships outside of the workplace.

## [ COURSE OVERVIEW ]

The eleven-lesson course can be taken at your own pace; average completion time is approximately two hours. Interactive graphics, audio, text, animation, quizzes and practical application exercises make every lesson so engaging and entertaining, you will be astonished at how much you’ve learned!

*References to Behavioral Styles are based on the Personal Profile System®, copyright 1994, Inscape Publishing Inc., Minneapolis, MN.*

## LESSONS

- 1) Introduction
- 2) Different Behavioral Styles
- 3) Personal Profile System
- 4) The Four Behavioral Styles
- 5) Recognizing Behavioral Styles
- 6) Behavioral Styles and Listening
- 7) Improve Your Performance
- 8) Reading and Reacting to People
- 9) Determining Behavioral Style
- 10) Practical Applications
- 11) Knowledge Assessments

## Reinforcing Your Understanding of Behavioral Styles for Sales

*An Online Self-Paced Reinforcement Tool*

**This re-enforcement tool consists of the following lessons:**

- ◇ Recognizing Behavioral Styles
- ◇ Improve Your Performance
- ◇ Reading and Reacting to People
- ◇ Practical Application

## [ COURSE OBJECTIVES ]

Reinforcement tools are a cost-effective way to protect the investment you have made in training. Repetitive exposure to training is the single most effective way to solidify knowledge. **Reinforcing Your Understanding Of Behavioral Styles For Sales** is an ideal follow-up for reinforcing DiSC® training and the Personal Profile System®.

This 45-minute refresher course will help keep you current with the concepts and practical application of the DiSC® behavioral style methodology. You will learn to adapt unique strategies for interacting with peers, managers or customers. This course can be taken anytime after initial training and as frequently thereafter as desired.

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## [ COURSE OVERVIEW ]

The four-lesson course is designed to be taken at your own pace and can be completed in approximately forty-five minutes. The course is designed and developed to be highly engaging, entertaining and educational. Each lesson includes the use of interactive, graphics, audio, text, animation, exercises and practical application of the knowledge gained.

## [ CONTACT US FOR MORE INFORMATION ]

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