



The Persuasive Salesperson

What is The Persuasive Salesperson?

The Persuasive Salesperson (PS™) is a 16-hour, skills training methodology, which gives participants a lifelong tool for communicating more powerfully and persuasively in any type of business situation.

The methodology is based on Persona’s Social Styles and Trust Building Models, proven over the past 20 years to be one of the world’s most effective communication skills training programs.

PS™ is easy to learn and immediately applicable to real-life work challenges. Participants receive feedback on how business associates perceive their natural communication style, ability to project empathy, and level of interpersonal flexibility. This input leads to tailored courses of action for communicating more effectively with others.

In addition, participants can acquire Persona’s expert system Gameplanning Software in order to meet future communication challenges. Before the

workshop, participants choose a real-life, work-related individual as their case study subject. During the workshop, participants use feedback from up to five of their business associates to learn their strengths in trust building, and more importantly, skills to minimize or eliminate their weakness. By the end of the workshop, with the aid of **Persona** GLOBAL®’s Gameplanning software, each participant has practiced the appropriate skills, developed a game (action) plan, and tested this new way to communicate with their case study subject, usually someone with whom they often fail to communicate effectively.

PS™ reveals the skills of how to build trust, positively influence others, and achieve win/win results in the shortest timeframe possible.

CASE STUDY

Mitsubishi Motors, Japan



◆ SITUATION

Mitsubishi Motors, Japan, was facing financial pressures due to an increasingly competitive local retail automotive home market.

◆ COURSE OF ACTION

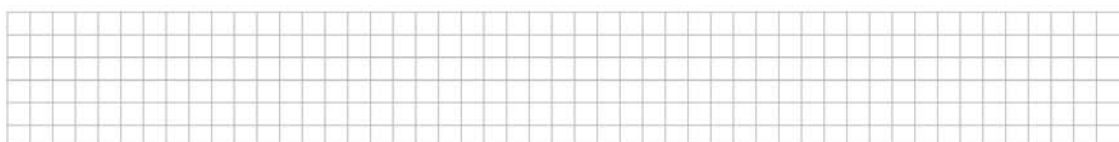
Mitsubishi conducted training for two groups: One group of 800 newly hired sales representatives used Mitsubishi’s standard sales training curricula. A second group of 800 newly hired salespersons participated in a Japanese edition of *Persona’s Persuasive Salesperson Workshop*, with a special focus on empathy projection.

◆ RESULTS

Over a two-year period, the salespersons who completed *PS™* program sold an average of 39 more cars per person annually than the group that participated in traditional training, possibly affecting both top and bottom line results.

PS™ Benefits for the Participant

- **ACTIONABLE.** Emphasis is on acquiring immediately usable skills rather than learning theory.
- **EASILY UNDERSTANDABLE.** A simple practical methodology that keys on existing personal and work experience.
- **LONG-TERM BENEFIT.** The Gameplanning Software can be applied repeatedly to future communication challenges.
- **MULTI-PURPOSE.** Skills are effective in both business and personal settings.
- **TAILORED PROGRAMMING.** The Gameplanning Software can be integrated to incorporate the benefits of a company’s specific products and services.
- **THOROUGH DOCUMENTATION.** Reports and guides give complete feedback and information.
- **UNIVERSAL TRUTHS.** Principles and skills learned are applicable in all cultures.
- **WORK RELATED.** Participants address real-life challenges by developing an actionable plan to communicate more effectively with a specific individual at work.



"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen."

Yvon Dray • Director of Training for Operations, Alcatel, Mexico City

Persuasive Salesperson Methodology

The ideal workshop size is 16-22 participants in order to promote maximum interaction. Since each participant has a personal case study subject, the methodology is appropriate for both in-company and public/open programs.

One exclusive benefit of participating in PS™ Workshop is the possibility to gain access to **Persona** GLOBAL®'s proprietary expert system – the Gameplanning software. Participants can access and download the software program onto their computer from Persona's 24-hour Online Assessment Center, located on Persona's Website (www.personaglobal.com). The Assessment Center acts as a "service center" that allows former workshop participants to develop new actionable gameplan profiles on specific individuals. At any time in the future, former workshop participants may profile anyone of their choice, without that person ever knowing it in order to build trust to sell more effectively, and to get results.

Another unique and exclusive feature of Persona's Gameplanning software is the ability to integrate benefits of a company's specific products or services into the software program. What this means is that the user is provided with benefits statements suited specifically to the individual they are profiling, thus allowing the user to offer to the listener precise reasons to accept the product or service.

Unique Value Proposition for Trainers and Consultants

- **CERTIFICATION.** Can be completed in two days, depending on group size and experience level of the trainers or consultants.
- **CUSTOMIZABLE.** Methodology and metrics facilitate usage at multiple sites in different languages.
- **EASY-TO-UNDERSTAND.** Leader Guide and Power Point program gives the trainer full support in facilitating the workshop.
- **GLOBAL REACH.** Online Assessment Center enables 24/7 data collection and processing over the internet allowing distribution of feedback reports in multiple languages.
- **TRACK RECORD.** PS™ methodology has been tested and proven for more than 20 years in multiple cultures.

Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated **Persona** GLOBAL®'s Social Styles Model, based on data collected using the Social Styles questionnaire in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

Books written and based on **Persona** GLOBAL®'s Social Styles model include:

- **Mike Godfrey, Targeted Selling**, Competitive Edge Management Series, Australian Institute of Management MSW Training Centre Ltd., 1995, Prentice Hall Australia Pty Ltd.
- **Ph. Durreche & Ch. Dupont, Pourquoi l'autre est si c...ou l'Apologie de la difference**, 1994, Les Presses Du Management, Paris.
- **Dr. Alain Golay, Le Perso Regime, Personalities and Alimentary Behaviors in Obese Patients**, 1996 PAYOT. Researchers at Stanford

ABOUT THE AUTHOR



Jon Gornstein

Founder and President of Persona Global

Jon Gornstein has devoted his 30-year career to helping major multi-national corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 48 countries to companies such as IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



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ABOUT **Persona** GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL®, Inc.'s metrics and methodologies are currently available in 62 countries; its programs have been translated in up to 48 languages. More than 1,100 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL® Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment