

# 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 time frame 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 Participants?

- **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.



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*“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

**What You’ll Experience in The Persuasive Salesperson**

◆ **Effective Salesperson at the interpersonal level**

• Understanding the importance of people skills, principles of good communication and cooperation.

◆ **Communication Style Basics**

• Introduction to Persona’s four style concepts  
– Controlling, Promoting, Facilitating, and Analytical

◆ **How to Build Trust**

• The Persona Trust Model  
• How people perceive you as a trust builder  
• Working with individuals and teams to achieve the optimum results

◆ **Empathy, Flexibility & Defensiveness**

• Change and defensiveness – how to respond to defensive behavior and turn it around  
• Interpersonal flexibility  
• How to build empathy and flexibility with others.

◆ **Selling Process**

• A step-by-step analysis of the sales process.  
• Developing goals and appropriate actions for each stage of the sales cycle.  
• Applying the knowledge of communication styles to the sales process.

◆ **Role Playing—Preparing for that Difficult Client**

Introduction of each participant’s individual Gameplan:  
• Reviewing the Gameplan’s step-by-step approach and effectively communicating with your targeted key account or difficult client.  
• Role playing with participants on applying improved sales skills.  
• Action planning for continued application of the skills acquired for your most important customers.

**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.

**Value Added**

One exclusive benefit of participating in PS™ Workshop is the possibility to gain access to Persona GLOBAL®’s proprietary expert system – the Gameplanning software.

This Gameplanning Profiling system allows former delegates to develop unlimited new actionable Gameplan profiles on specific individuals. Delegates with internet connection can access this Gameplanning Profile system anytime through **Persona** GLOBAL’s online Assessment Center, located on Persona GLOBAL’s website ([www.personaglobal.com](http://www.personaglobal.com)). For delegates without internet connection, they have the option to receive the same expert Gameplanning Profile via CD or USB flash drive. Finally those who have iPad, can download the PC Gameplan application through the app store.



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.

The Gameplanning Profile system is a time tested virtual consultant enabling former delegates at any time to have the confidence to build trust and to communicate effectively!

**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 Abbott Labs, Disney, 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® metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,400 certified **Persona** GLOBAL practitioners around the world serve their clients as strategic business partners.

**Corporations that have benefited from Persona GLOBAL’s 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