

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. And it 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.

IGNITE TALENT

The Versatile Salesperson (VSP) is one of the core programs that make up Wilson Learning's Sales Effectiveness: Advantage at the Customer Interface suite. VSP features an array of fully integrated learning components: proven interpersonal versatility selling content delivered using a classroom-based, e-learning, or blended learning approach; application workshops; coaching Webcasts and other activities; reinforcement tools and resources; and a leading-edge Web portal — where it all comes together.

OFFERING OVERVIEW

While it's true that people love to buy, people buy from people they're comfortable with. As such, salespeople who can adjust their selling styles to customers' buying styles have a win-rate advantage. This is because interpersonal versatility is key to closing more business.

Wilson Learning's VSP can stand on its own or complement a successful sales process — such as that featured in our *The Counselor Salesperson* offering — by enabling salespeople to differentiate themselves by selling the way customers like to buy.

OFFERING DETAILS

Through the use of Wilson Learning's Social Style Profile, an assessment tool that measures perceived Social Style and versatility, VSP helps salespeople excel at the customer interface by enhancing their versatility in the sales process. Salespeople learn how to quickly recognize the four Social Styles, as well as the needs and expectations associated with them, then adjust their behavior to bring about more direct, open communication with customers and prospects. These advanced interpersonal relations skills, coupled with a consultative selling approach, lead to more wins, increased customer satisfaction, and repeat business.

VSP offers a proven sales process that creates immediate and ongoing competitive advantage by focusing on:

- Using the Power of Versatility: Understanding, appreciating, and modifying your Social Style to create advantage at the customer interface
- Understanding Social Styles: Having a firm grasp of the various Social Styles, as well as how they relate to one other, so you can build customers' confidence and trust to advance the sales process
- Taking a Versatile Counselor Sales Approach: Incorporating elements of Wilson Learning's *The Counselor Salesperson*, a VSP companion offering, into the sales process to better relate with the customer, discover the real business problems at hand, advocate appropriate solutions, and proactively support the customer post-sale
- Doing Business the Customer's Way: Recognizing Social Styles under tension so you can more effectively manage customer relationships.

Wilson Learning understands that many organizations have virtual, widely dispersed sales forces. We also appreciate that sales managers are facing unprecedented bottom-line pressures.

That's why we work closely with each customer to determine which learning methods will likely get the best results given your goals and unique situation.

VSP's distinct, yet integrated, core learning modules can be delivered in the classroom, online, or using a combination of conventional and electronic delivery. To ensure that the learning experience is reinforced and enabled back on the job, we encourage customers to incorporate just-in-time job aids, such as reinforcement tools and resources. We also recommend that all salespeople who experience VSP take full advantage of our leading-edge Sales Effectiveness Web portal, an online environment where professional development and everyday work life converge — anytime, anywhere.

CONTENT, TECHNOLOGY, SERVICES

To truly achieve sustainable advantage at the customer interface, organizations need to ensure that salespeople have not only the skills to compete and win, but also the workplace supports necessary to continually perform at high levels. Our VSP offerings reach well beyond core learning content to create a fully dimensional learning experience that gets lasting results.

VSP: A Classroom Approach (VSP) is a two-day, facilitator-led program that capitalizes on the many undeniable benefits of classroom-based learning, such as face-to-face salesperson-to-salesperson and salesperson-to-facilitator interaction, true-to-life skills practice, and immediate in-person feedback. Also, the core skills presented in VSP are augmented with various support tools that help salespeople hone new skills and behaviors, and sales managers more proactively develop a sales force.

VSP: An e-Learning Approach (eVSP) is a highly interactive Web-based learning experience designed for sales organizations with widely dispersed sales forces, a commitment to reducing corporate travel expenses, or a desire to minimize the time salespeople spend out of the field.

Taking a blended approach allows organizations to implement VSP in as flexible a manner as possible — for example, core skills can be delivered via the Web or in the classroom, depending on organizational needs.

Salespeople who experience eVSP can also choose to put what they've learned to work in *Applying VSP*, a key element of our classroom-based and blended learning VSP offerings. This one-day, facilitator-led workshop provides skills practice and application for further skills mastery in a controlled, risk-free environment. Salespeople and sales managers plan strategies for improving their versatility and practice applying new style modification skills with peers. In short, sales professionals learn how to better differentiate themselves from the competition by including interpersonal strategies in their sales campaigns.

OTHER OPTIONS

To help sales organizations make the most of the learning experience and to ensure lasting sales success, Wilson Learning offers a host of optional and complementary learning components for VSP.

To round out our VSP offerings, Wilson Learning also offers world-class consulting services — from systems integration and internal alignment to workflow management and strategy augmentation — to ensure each solution is an ongoing success.