

# SUCCESS STORIES

## Developing an Insightful Sales Capability

Global Consultant Teaches Social Intelligence Skills to Better Serve Clients and Achieve Growth



After decades of consolidation, a handful of firms dominate the global market for consulting, business and IT services. The largest of these employ more than 100,000 people with operations worldwide. Simultaneously thousands of smaller consulting firms operate in specific geographies or offer specialized services such as mergers, corporate strategy, software deployment, or tax/finance. In a 2016 analysis, IBIS included more than 714,000 companies in its management consulting category.

Yet while global presence and a broad scope of service is usually seen as a positive attribute, global omnibus contracts are actually quite rare. Clients typically select consultants for a limited scope or project-based assignment. They are seeking faster solutions to immediate problems rather than just long-term strategy guidance. Accenture CEO Pierre Nanterme pointed out this change during an interview with Harvard Business Review.

“The consultancy business is in the midst of radical change. And if I had to characterize the trend, if you will, it would be from issue to outcome. This is what our clients want. They want now a result,” said Nanterme.

As part of an effort to shorten the sales and delivery cycle, one leading consultant has partnered with TRACOM to change the way their consultants and business development people think about customer problems. They have developed a series of training courses build on TRACOM’s Social Intelligence assessments and models. This includes the popular SOCIAL STYLE program and TRACOM’s new Adaptive Mindset for Resiliency program.

*The company has a sophisticated training organization and process that includes evaluating courses against their relevant benchmarks. The TRACOM programs consistently receive high marks for their relevance, overall quality and return on investment. Regarding one recent series of U.S.-held workshops participants rated the TRACOM programs*

- Overall quality of the program received a perfect score of 5.0, compared to internal benchmark of 4.18
- 100% of participants said the training would have a significant impact on “increasing sales” and 86% said it would have significant impact on “increasing quality”.
- Participants rated the “job impact” of the training as a 4.75 out of 5.0 compared to the benchmark average of 4.14.

*TRACOM’s instructors were also highly regarded for knowledge and the ability to engage participants. Instructor scores consistently beat all benchmarks. As one participant noted, the instructor “was very impressive with deep knowledge of the topic.”*

## PROGRAM OVERVIEW

SOCIAL STYLE is the world's leading interpersonal skills program and is a proven way for sales professionals to build rapport, sell to teams, negotiate business and ultimately close more deals. TRACOM offers SOCIAL STYLE training customized for sales with unique sales content and sales-specific assessments to maximize the relevance and impact.

*"Course had great exercises and group involvement."*

In addition to the SOCIAL STYLE training, the firm's sales leadership recognized that changes in the way consulting services are purchased and consumed requires new selling skills. They worked with TRACOM to deliver the Increased Selling with An Adaptive Mindset program which exposes participants to the latest in neuroscience and actually helps them rewire the way the brain works. It exposes natural biases all people have and creates new ways of looking at problems, leading

to more innovative, effective solutions. These resiliency skills are especially crucial for executives in business development and sales roles.

### **Strategic Skills with Practical Application**

Both the Adaptive Mindset and SOCIAL STYLE classes were offered as part of several multi-day sales universities held in multiple locations beginning in 2015. Each session typically involves 12 – 20 participants. As part of each training, attendees complete multi-rater assessments of their skills (SOCIAL STYLE and Resiliency) and receive detailed reports identifying areas of strength and weakness. They then participate in a one-day session to learn new selling strategies. The sessions are led by TRACOM facilitators. Based on both participant feedback and evaluation of the impact, the Social Intelligence training continues for the firm.

*"Provided new ways of thinking and how to approach my prospects."*

## What is Social Intelligence?

**Behavioral Style** Early in life, we develop the behavioral preferences and patterns we find most comfortable. Some of our behaviors are seen as positive and others negative, particularly when our behavioral preferences clash with others'. Over 60 years of research has identified four behavioral styles. TRACOM's SOCIAL STYLE® Model defines these behavioral patterns and teaches specific techniques for creating productive relationships with people of any Style.

**Emotional Intelligence** Our brain is highly complex, and our emotions often subconsciously control our behavior, leaving the rational brain to contemplate our actions in retrospect. TRACOM's Behavioral EQ® Program offers a way to understand our emotions and those of others so we can control our emotions, influence others and achieve greater success. As the third-generation Emotional Intelligence model, Behavioral EQ provides proven, practical and actionable strategies for improving leadership, performance, sales and recruiting.

**Mindset** An Adaptive Mindset is a hallmark of the world's most successful people, no matter their career. Studies show that highly resilient individuals tackle challenges with optimism and poise, bounce back from adversity and effectively manage stress. And in today's fast-paced, global environment businesses are looking for leaders with agility to help innovate and create positive change.