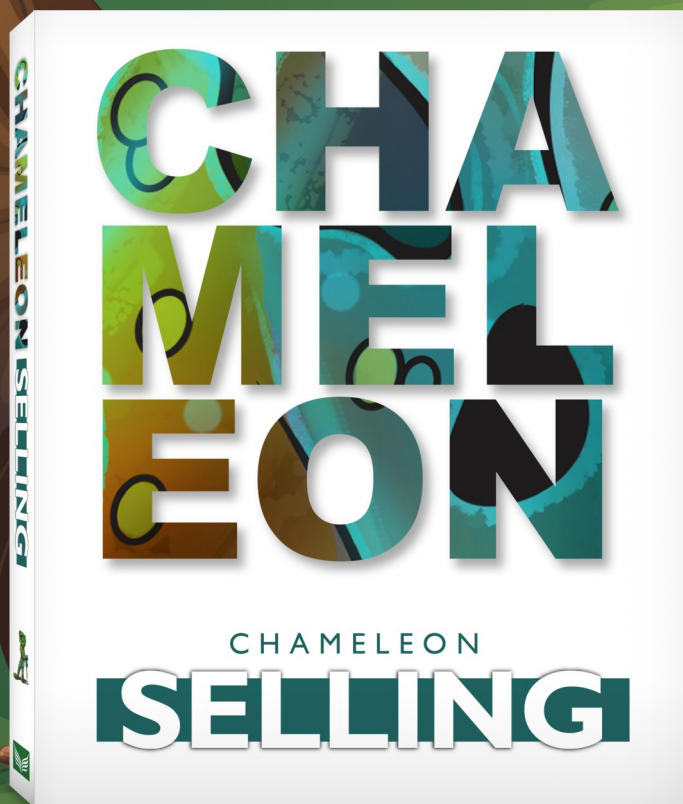


Chameleon Selling



Take Flight Learning

Overview

The *Chameleon Selling* training program builds upon the skills learned in the *Taking Flight with DISC* foundational course by infusing personality into every aspect of the selling process like never before.

Participants will discover that sales is like a three-legged stool in which the most successful salespeople employ Skills, Strategy, and Style to build relationships and get results. Unfortunately, for most salespeople, their stool is missing the Style leg and they remain off-balance without even realizing it.



Chameleon Selling challenges participants to reconsider how they interact with their customers. They will discover their natural tendency to impose their personality on others by selling in the style in which they would like to be sold, as opposed to adapting to the customer's style-driven needs. This simple but profound shift brings the salesperson into balance and enables salespeople to sell more effectively to anyone they encounter.

Whether attendees are new to sales or have many years of experience, this training program takes core sales skills to the next level. From prospecting and qualifying leads to maintaining the relationship and post-selling, *Chameleon Selling* enhances the ability to add a touch of personality into every phase of the process.

Imagine an assertive Eagle advancing quickly through the connecting and bonding phase and trying to close the deal after just a few minutes...and the customer is an empathic Dove. The result – the Eagle will push the Dove away. Now picture an Owl going into great detail by providing charts, graphs, validation studies, and more to an excitable Parrot. The result – the Parrot gets overwhelmed and doesn't feel connected to the salesperson.



**Assess
Determine
Adjust
Perceive
Track**

ADAPT for Success

By integrating the four styles into your sales strategy, through a process we call the ADAPT model, participants will develop that all-important Style leg of the three-legged stool of sales success. This process includes: Assessing your own style, Determining the styles others, Adjusting your approach to honor their style, Perceiving their reaction to ensure that you are meeting their needs, and Tracking their style for future use.

Outline

In this activity-based session, participants gain a deeper understanding of their natural selling style and how their style impacts the way they sell. Through these activities, they will explore why they connect more naturally and effectively with some people and not with others. Spoiler alert: Salespeople often connect more effectively with people who are like them and often have difficulty selling to those who are markedly different.



Salespeople will learn how to read customer cues to better understand customer needs. Imagine the impact of having the ability to determine someone's personality based on an email, a phone conversation, or even their LinkedIn photo and description. Once they develop these high-level people-reading skills, salespeople will gain the ability to flexibly adapt to what each customer needs in the moment. Engaging activities will reveal tactics to improve interactions and deepen relationships with others.



The session also focuses on selling to different types of corporate cultures. Can you sell to a detail-oriented, analytical Owl culture in the same way as an upbeat, innovative, enthusiastic Parrot culture? Of course not. But most salespeople don't know how to sell to different types of cultures. Recall...Style is the short or missing leg of the stool.

Participants will also learn how to sell to groups containing members of various styles. How can you pitch to a team that contains an Owl, a Dove, and an Eagle and make sure each individual wants to move forward with the deal? *Chameleon Selling* provides that skill set. Participants will also learn how to work more effectively with their own team members so they don't step on each other's toes during a sales call. We all know how frustrating that can be, and this program turns that challenge into a thing of the past.

Learn how to be a Chameleon Salesperson by:

- Gaining a deeper understanding of your own selling style
- Developing the skills to quickly and easily read your client's style
- Flexing your style throughout every phase of the sales process
- Adapting to a customer's corporate culture & the role of the person to whom you are selling
- Effectively presenting information to groups containing various personalities
- Collaboratively selling with your own team members to maximize contributions
- Utilizing style to build a strong internal network within your own organization



The Chameleon Selling Profile

Taking Flight Profile results are fed into the *Chameleon Selling Profile*, so individuals don't have to take another online assessment. This robust report describes an individual's selling style, the strengths and challenges of that style, the preferred selling environment, tips maximizing style strengths while connecting to people of all styles. Sales professionals will discover key aspects of the approach to selling, such as their sales priority, presenting value proposition, managing cold outreach, their level of competitiveness, managing stress, and dealing with their easiest and most difficult customers. Individuals will learn how their style tends to sell in a virtual world and they will receive tips on how to become more flexible during each stage of the sales process. The profile concludes with dynamic action planning questions that are specifically selected for each individual based on their style.



Outcomes

Chameleon Selling engages sales professionals in a process that develops a better understanding of one's selling style, awareness of the styles of prospects and customers, improved communication skills, and a commitment to improve sales performance both as individuals and as a team.

Chameleon Selling enables individuals to:

- Increase emotional intelligence to more deeply understand themselves and others
- Easily establish rapport with a wide variety of people and not just those who share the salesperson's style
- Develop the empathy to identify what customers feel and need
- Proactively respond to predictable style-based behaviors throughout each selling opportunity
- Employ the ADAPT model to improve effectiveness at each phase of the sales process
- Assertively sell to Eagles, enthusiastically sell to Parrots, authentically sell to Doves, and logically sell to Owls



Take Flight Learning

www.TakeFlightLearning.com

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