



The Service Factor

Are you connecting with customers?

The ability to attract, engage, and create loyal customers is what allows an organization to rise above its competitors. Connecting with customers is the top priority for executives irrespective of the type of industry they are a part of.

Connection is about understanding three personalities. The person selling has a personality. The person buying has a personality. The product has a personality. This workshop is designed to help your sales and marketing teams make this important connection.

Synergy Leaders provides insight into helping our clients align their brand, and their products / services to the appropriate customer segments. We help product designers, marketing strategists, and creative teams gain clarity on the personalities of their customer target. We help sales professionals understand their own temperament, and how that shapes their persuasion tactics and proposals, and we help them understand how temperament plays a key role in the buying patterns of a customer. Our mission is to help your sales force and marketing teams win customers and retain them for long term success.

Keirseyy® / Signature Workshops

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-The Service Factor-

WHAT A WORKSHOP DAY LOOKS LIKE.

Session 1. "Different Sales Professionals = Different Selling Styles"

In this session, participants learn how their own temperament impacts the way they "sell". Sales professionals all have a natural "selling style", and this session helps individual team members understand their greatest strengths and weaknesses in their most natural sales approach. In this introductory session, we provide an overview of Dr. David W. Keirseyy's research on temperament, and how this affects the ability of the sales person to connect with their customers.

Session 2. "Different Customers = Different Buying Styles"

In this session, participants learn how to read/identify the temperament of their potential customer or existing client. Sales teams learn that "different customers = different buying styles", and how to adjust and adapt sales tactics to win the customer. We teach sales professionals how to adapt their natural "selling style" to the "buying style" of their customer. Participants learn how to engage prospects and build loyalty with clients.

Session 3. "What's the Personality of Your Products/Services?"

In this session, participants learn how different products/services have a distinct personality. In this hands-on session, sales and marketing teams are taught how to read/identify the personality of different products/services. We provide insight on how one's temperament impacts the way that a product/service is conceived, designed, and launched. We help sales and marketing teams to leverage data and intuition to connect their products/services with prospects.

Session 4. "Messaging that Connects with Customers"

In this session, we facilitate a candid discussion among participants on the potential blind spots of their current brand image, and messaging of their products/services. We help sales and marketing teams align and leverage their unique talent mix to increase sales. In this session we analyze current product/service offerings through the filter of temperament, and generate ideas on how to take the sales and marketing strategies to a new level.



Synergy Leaders™ is the professional services division of Keirseyy.com, delivering strategic insight for your People Matters™ through consulting, training, and coaching solutions utilizing Keirseyy Temperament Theory™.

Keirseyy Solutions™ are used by the U.S. government and military, the world's finest academic institutions, the Fortune 500, prestigious global consulting firms, and innovative social enterprises and faith based organizations.

If you are interested in having a Keirseyy Solutions™ facilitator deliver a Sales and Marketing Workshop for your group, please contact us at:

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