



## **Results-Oriented Workshops at Your Location**

Sales training programs to ensure that you  
benefit from every customer interaction

**Customer Connection™**  
**Workshops for**  
**Sales Professionals**

*from*





## Because **You Sell** to People, **You Benefit** from Understanding People.

### Proven insights for customer-friendly sales teams...

TSOD's Customer Connection Sales Workshop brings the powerful insights of the Myers-Briggs Type Indicator® to the sales process.

In this interactive sales workshop, you'll discover:

- How to recognize customer clues; the key differences in each customer's communication, information-gathering, and decision-making preferences,
- How your personality type may differ from your customers' preferences, and how to adapt without appearing insincere,
- How personality types play a critical role during the two most important phases of the sales process: The Initial Contact and Closing, and
- How your own personality type may affect your performance in each phase of the sales process.

TSOD's experienced Sales Trainers and MBTI Counselors crafted this interactive workshop to give your sales team a competitive edge.

The powerful, proven insights of MBTI are used widely in corporate teambuilding, career counseling, and marriage counseling. Now, your sales team can use MBTI insights to build stronger, more productive customer relationships.

### Programs at Your Location, to Benefit Your Team, Exclusively

Your sales professionals should train as a team, working together to weave your experience and insights into best practices. As such, TSOD only provides privately scheduled sales team training programs.

Prior to the workshop, we'll ask that you have each team member complete the MBTI questionnaire—a 93-question instrument that takes about twenty minutes to complete. We'll need the results to craft your custom workshop and to publish each person's 20-page personality profile. We prefer to receive the completed questionnaires at least two weeks before the workshop.

The workshop itself is very interactive. We'll ask for a non-crowded workshop space with at least two flipcharts and the ability to project computer graphics (we can supply the projector, if required).

We'll supply everything else: Participant materials, audio/visual aids, and an experienced facilitator.

In short, we make it easy for you to add the power of TSOD's Customer Connection Sales Training Workshop to your next sales meeting.





## Effective Training, Guaranteed Reliability

TSOD's Customer Connection Sales Training Workshop is available at your location, for your team, anywhere in the United States. Our four-year record for reliability and customer satisfaction is 100%.

You'll always benefit from our fully bundled tuition rates, which ensure that your costs are reasonable and predictable. We never add additional fees for instructor travel, expenses, participant materials, or anything else.

Length: Half Day ( ≈ 3.5 hours)  
Participants: 8 - 40  
Service Area: Nationwide  
Text Materials: Complete MBTI Profile  
Add-on Option: ½ day Practice Session  
Online Details: [www.tsod.com/sales](http://www.tsod.com/sales)

**Note:** This program involves assessment completion beforehand, requiring three weeks (min.) of advance scheduling.

## Work with a Uniquely Qualified Facilitation Team

Customer Connection Workshop facilitators include Ph.D. organizational psychologists, university researchers, and published behavioral science experts. We never hire freelance public speakers, so you'll never get stuck with the "instructor du jour."

You'll benefit from the in-depth knowledge our sales skills team has cataloged through the past two decades. And of course, you'll enjoy their proven finesse in conducting interactive, results-oriented adult education programs.

## Schedule Your Workshop

To schedule your Customer Connection™ program, contact us on 800-810-TSOD, or e-mail us at [tsod@tsod.com](mailto:tsod@tsod.com). We'll provide a Service Agreement by fax, getting you on the calendar in time to use your skills before your next customer appointment.



**[When You're Ready to Schedule: www.tsod.com/express](http://www.tsod.com/express)**

**[Contact us by Phone or by Internet](#)**



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## TSOD's Half-Day Customer Connection Workshop

This entertaining, interactive team development program uses the MBTI® personality assessment to help your team members discover their natural "working styles." With the benefit of these insights, team dynamics come into clear focus: You'll learn the common causes of unnecessary friction, as well as communication breakdowns.

You'll also learn how high-performing teams use these insights to optimize work assignments, decrease stress, and boost sales success.

Length: Half Day ( ≈ 3.5 hours)  
 Participants: 8 - 40  
 Service Area: Nationwide  
 Text Materials: Complete MBTI Profile  
 Add-on Options: Applied Team Building  
 Conflict Management  
 Team Communication  
 Online Details: [www.tsod.com/teams](http://www.tsod.com/teams)

**Note:** This program involves assessment completion beforehand, requiring three weeks (min.) of advance scheduling.

You can augment the half-day core Team Building Workshop with any of the half-day supplements below to create a full-day, needs-specific recharge event for your team.

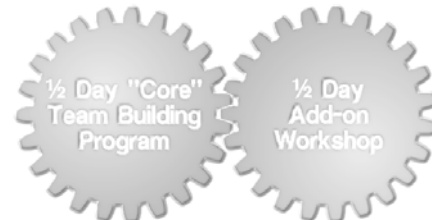
### Half-Day Add-on Programs

#### Add-on Program: Applied Team Building ( ≈ 3.5 hours)

A highly recommended supplement to the "core" program, your team members will roll-up their sleeves for small-group exercises that describe how individual strengths and differing professional preferences should be leveraged to build a more effective team...

#### Add-on Program: Team Communication ( ≈ 4.0 hours)

The perfect add-on workshop for teams that seem to "miss connections," this program teaches communication processes and best practices. Your team will reach agreements that prevent information overload, but ensure that everyone's in the loop...



#### Add-on Program: Team Conflict Management ( ≈ 3.0 hours)

This add-on program helps each team member understand his or her natural reaction to conflict, and uses interactive exercises to reveal the most appropriate and most productive methods for conflict resolution...

#### Add-on Program: Team Intervention (time varies)

This group discussion identifies workgroup issues and works toward positive solutions. Team members called upon to discuss their concerns openly, but positively, working with an experienced team facilitator to resolve disagreements. Although conducted to help realign off-course teams, intervention programs require that participants be cooperative and responsive enough to participate in good-faith dialogue.

Full descriptions of the Add-on Workshops are [available online](#).

#### And by Popular Request:

We now offer our popular half-day [Time Management](#) and [Stress Management](#) workshops as add-on programs to the core Team Building Workshop.





## How We'll Work Together for Your Team

### Before Your Workshop

Your team will be asked to complete the Myers-Briggs Type Indicator®, a 93-question assessment that gathers personal preferences. The assessment takes about 15 – 20 minutes. We can supply paper forms, or arrange for you to take the assessment online. Either way, we'll need your group's results a couple of weeks before your workshop for scoring and publishing.

The results of each person's MBTI® will be provided to them at the workshop in a personalized, 20 – 25 page plain-language profile. These results are confidential to the recipient. However, there's tremendous value in sharing this information, and participants virtually always do so.

Your facilitator will call about a week before your program to confer with you about your team composition and your goals for your workshop.



### The Half-day Workshop Itself

You'll gather your team in a workshop setting. (When you schedule your program, we'll send room setup suggestions to make logistics easy.) You can use suitable space at your workplace, or take your program offsite for a distraction-free change of scenery. The program lasts about three-and-a-half hours.

The MBTI Sales program involves both instructor-led discussions and on-your-feet team activities. In this fast-paced, entertaining and enlightening mixed-media program, your team will discover how people are different: How communication styles, decision-making styles, data gathering styles, and organizing styles lead to interpersonal disconnects and professional friction. The workshop is fun, uplifting, and chock full of "A-ha! ~ Now I understand!" moments.



### Add-on Workshops (Optional; Three Topics Available)

These half-day sessions build upon your team's new insights and motivations. Add-on workshops usually are conducted in the afternoon, right after the core workshop.

Each add-on program adds significant value to the team development experience by reinforcing the new insights and ensuring the day-to-day relevance of the information.

The add-on workshops use small team exercises "make real" the dynamics and challenges facing high-performing teams. Participants graduate from the add-on workshops with a plan for using the day's revelations in their work.



### After the Workshops

During your program, your teammates will be asked to review the information, and they'll list their plans for incorporating their new insights into their team environment.

You have the option of scheduling a refresher session three to nine months after the core session to revisit key concepts and rekindle team spirit.

We're privileged to work with some  
fantastic teams within these  
respected organizations.

