



## Selling Your Technological Solutions

*"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen!"*  
 Yvon Dray, Director of Training for Operations, Alcatel, Mexico City.

### Presenting and Gaining Acceptance for New Ideas

Organisations are realising that beyond technical capability, there is a need for interactive skills. The Selling Your Technological Solutions program provides technical personnel with the skills to share new ideas and transform these ideas into a workable reality. The program will provide:

- **Understanding and insight into your social and communication style, and the social styles of others**
- **Skills to form effective communication strategies that complement people's decision making processes**
- **Ability to communicate technical ideas effectively with non-initiated users and decision makers**
- **Capacity to deal effectively with people's resistance to change, objections or concerns**
- **A six-step negotiation process to enable you to find a positive solution with even the most difficult people**
- **A personal 'gameplan' for working with colleagues, managers, customers and other people**
- **A lifetime set of tools for communicating effectively with others.**

The Persuasive Communication program has been successfully used by over one million people worldwide and has been proven over the past 20 years to be one of the world's most effective communication skills training programs. It will equip you with the people and communication skills that are vital to success in both your work and personal life.

These new skills are easy to learn and immediately applicable to real-life work challenges. You will receive feedback on how business associates perceive your natural communication style, ability to project empathy, and level of interpersonal flexibility. We help you to understand your strengths in trust building, and more importantly, provide the skills to minimise or eliminate any weaknesses.

### Key Features

- **360 Degree Feedback.** You select five people who know you well in your work life to complete a profile on how they perceive you as a communicator. This provides powerful self-knowledge and a platform to develop your skills during the program.
- **Unique Measures.** Unlike other tools, Persona's Personal Communicator provides valuable feedback on your empathy and flexibility levels which are key determinants of trust building.
- **Case Study Feature.** A special feature of the Persona program is that you apply your learnings immediately to a real-life situation. We will coach you, and help you to develop a practical plan for communicating more effectively with your chosen person.
- **Actionable.** Emphasis is on acquiring immediately useable, practical skills rather than learning theory.
- **Profiling Tools.** You take away tools that allow you to profile anyone you deal with and understand their needs.
- **Useful Take Home Materials.** Reports and Program materials provide you with complete feedback and information that you can refer to after the workshop.



### CASE STUDY: Alcatel

- ▶ **Situation:** Alcatel, France, recognised that technology wasn't the only thing driving competition in the telecommunications industry. The company wanted to position itself for high-tech niches such as mobile phones and to broader new markets in Asia.
- ▶ **Course of Action:** Alcatel adopted a sales training program which included Persona's programs to understand the sales cycle and communication styles. The program was completed by 2,000 Alcatel employees throughout Europe.
- ▶ **Results:** The program was so successful in boosting French market share that it was later rolled out to ten countries throughout Latin America and three countries in Asia. The program has continued to improve sales results and increase market share on a global scale.

"In an increasingly technological world, no one can win on technology alone."

Harvard Business Review

Who Should Participate?

- Technical personnel who want to improve their communication and people skills
• Sales people and account managers in technological companies who want to improve selling and relationship building techniques
• Professionals who need to influence or negotiate with others
• Leaders, managers and supervisors who want to be more effective
• Anyone who wants to communicate more effectively with others.

Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated Persona's methodology, based on data collected in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

Benefits

Outcomes of this program:

- Stimulate the level of understanding and acceptance of new technologies
• Become a problem solver to help others overcome their resistance to change and new ideas
• Adopt communication strategies that complement and influence decision making
• Improve co-operation, trust and communication effectiveness
• Use different communication styles in the negotiation process
• Respond to and turn around defensive behaviour
• Build empathy and interpersonal flexibility
• Manage relationships effectively

About Persona

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

Table listing corporations that have benefited from Persona programs, including General Electric, Microsoft, Exxon Mobil, Pfizer, Xerox, Applied Materials, BMW, Vodafone, British Airways, Mitsubishi, Dell Computer, Japan Airlines, Disney, IBM, Credit Suisse, Coca Cola, Alcatel, American Express, Hitachi, and Motorola.



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