

# SOCIAL STYLE<sup>SM</sup>

## The Best Known Model For Relationship Effectiveness

For over 50 years the TRACOM Group has been helping organizations improve their business performance by providing interpersonal and leadership tools. TRACOM's SOCIAL STYLE Model<sup>TM</sup> is recognized as an effective way to build interpersonal skills. Originally developed by industrial psychologists in the 1950s, the model has been continuously refined and improved to meet the needs of today's organizations. It is the most rigorously tested and practical approach for identifying and building interpersonal skills in business settings.

### FOR UNIVERSAL AUDIENCE



The **Paper Self-Perception Questionnaires and Guide** combines the Paper Self-Perception SOCIAL STYLE<sup>SM</sup> Questionnaire and the Versatility Questionnaire to measure a person's SOCIAL STYLE<sup>SM</sup> and Versatility using short, self-completed paper questionnaires and includes a resource guide to explain SOCIAL STYLE<sup>SM</sup> concepts and put them to work.

**No certification required.**

Item Number	PRICE
SELF5000 ENGLISH / SELF9059 SIMPLIFIED CHINESE	S\$78 / HK\$430



The **Admin Kit** is a single resource to enable trainers and facilitators to quickly teach a SOCIAL STYLE<sup>SM</sup> class. It provides relevant SOCIAL STYLE<sup>SM</sup> background, information about the **SOCIAL STYLE<sup>SM</sup> Self-Perception Guide** and recommended course content for two-hour and four-hour training courses.

TRACOM's Self-Perception Questionnaires are a popular choice among trainers because no pre-work is required and they are easily administered in a classroom. This **Admin Kit** is a self-study resource to equip any trainer with the knowledge and tools to teach a SOCIAL STYLE<sup>SM</sup> course using the above **Paper Self-Perception Questionnaires and Guide**.

The **Admin Kit** includes: Facilitator Guide • Self-Perception SOCIAL STYLE<sup>SM</sup> and Versatility Questionnaires • Course Teaching Aids • Resource CD. The **Resource CD** includes: PowerPoint Presentation, Exercise Handouts, Participant Certificate and Evaluation Form.

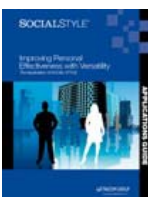
**No certification required.** A one-day or half-day Train-The-Trainer session focusing on program content and process is available on request.

Item Number	PRICE
SELF3000	S\$710 / HK\$3,900



The **Personal Styles & Effective Performance** book on understanding and applying the SOCIAL STYLE Model<sup>TM</sup>. Written by TRACOM founder David Merrill and principal Roger Reid, the book deepens understanding of SOCIAL STYLE<sup>SM</sup> through research and work discussion.

Item Number	PRICE
100012	S\$65 / HK\$360



The **Improving Personal Effectiveness with Versatility Applications Guide** is a thorough reference guide allowing participants to take the concepts of SOCIAL STYLE<sup>SM</sup> and Versatility to another level. Our respected ABC model, previously taught only in our courses for salespeople, is now available in this guide offering detailed information on Actions Toward Others, Best Use of Time, and Customary Approach to Decision Making for each SOCIAL STYLE<sup>SM</sup>. Throughout the guide, participants will also find specific action steps to take that are highly relevant to today's workplace. Tables within the guide lay out tips and guidelines for participants to follow and refer back to when considering the SOCIAL STYLE<sup>SM</sup> of the individual with whom they are leaving a voicemail, sending an email, or simply working to effectively communicate and work.

Item Number	PRICE
IPEV3000	S\$120 / HK\$660



The **Style Dial** is a useful reference tool for quickly understanding the preferences of each SOCIAL STYLE<sup>SM</sup> and how to interact successfully. This clever dial reveals the Key Characteristics, Actions Toward Others, Best Use of Time, and Customary Approach to Decision Making for each SOCIAL STYLE<sup>SM</sup>.

Item Number	PRICE
CMG9103	S\$27 / HK\$150



This two-sided **Skills Guide Card** reinforces the techniques for identifying and adjusting SOCIAL STYLE<sup>SM</sup>.

Item Number	PRICE
100033	S\$20 / HK\$110



This two-sided **Accepts/Rejects Card** post-class reference aid identifies behaviors that each SOCIAL STYLE<sup>SM</sup> accepts and rejects. The card also offers advice on behaviors to anticipate and how to handle those behaviors.

Item Number	PRICE
100033	S\$20 / HK\$110

## FOR MANAGERS



The **Improving Managerial Effectiveness with Versatility Applications Guide** teaches how to effectively manage specific workplace situations such as coaching, communicating, giving positive feedback, delegating and creating a productive work environment based on the behavioral preferences of direct reports.

*It is assumed that participants using the Applications Guide have previous SOCIAL STYLE<sup>SM</sup> experience and have already received profile reports.*

Item Number	PRICE
IMEV2000	S\$150 / HK\$830

## FOR SALES PROFESSIONALS



The **Improving Sales Effectiveness with Versatility Applications Guide** teaches sales people to effectively interact with leads and clients and to develop relationships that ultimately result in sales. Within each sales cycle the sales person's relationship with the customer plays a critical role in ultimately advancing a sale. The Applications Guide is designed to teach your sales people how to interact with a customer in a way that the customer prefers. It will provide step-by-step instructions through each step in the sales cycle to best adapt their behavior to a particular customer's SOCIAL STYLE<sup>SM</sup> preferences.

*It is assumed that participants using the Applications Guide have previous SOCIAL STYLE<sup>SM</sup> experience and have already received profile reports.*

Item Number	PRICE
ISEV2000	S\$150 / HK\$830

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