



SALES & NEGOTIATION

Stop Selling. Start Understanding.

Sales Begins & Ends with People

High level sales and negotiation are based on developing relationships. Because **people are at the heart of relationships**, sales men and women need to develop a keen awareness of themselves and the individuals with whom they interact.

Greater self-understanding allows salespeople to better leverage their natural sales style. Coupled with a greater understanding of others, salespeople are able to adjust their approach to **better meet the needs of their audience**.

Leverage your Natural Style

Since everyone is unique, the way in which salespeople achieve sales goals should be **aligned with their own strengths and personalities**.

Because people and **personalities are complex**, the behavioral traits exhibited during a sales call should be tailored to the natural strengths of the salesperson, as well as the people receiving the messages.

Birkman helps individuals better understand themselves and others in order to create a more effective and natural sales experience.

Tailor the Sales Process with Personality Data

Birkman reveals interest levels in **Persuasion, Social Services, Incentives**, and many other key metrics that affect one's sales motivation and style. Leveraging the unique ways salespeople are motivated and how they approach negotiation can serve as a great competitive advantage.

Individuals can use Birkman to assess every stage of the sales process, highlight their strengths, and give them the opportunity to properly address and overcome potential challenges.



By increasing their self-awareness, Birkman empowers sales people to leverage their own strengths and negotiate more powerfully.

Insights from Birkman Help Individuals in Sales

- Develop strategies that will leverage their natural strengths
- Better connect with and understand different personality types
- Customize sales processes and understand the unique motivations individuals have to make a sale

About The Birkman Method

With more than **65 years of proven reliability and validity**, The Birkman Method is a scientifically developed, multi-dimensional assessment that combines **behavioral and occupational data** to better understand oneself and others – both in and out of the workplace. The Birkman Basics Suite and Birkman Signature Suite are two product options that can help individuals improve their sales and negotiation skills.

Birkman Basics is Birkman’s self-interpretive report set that can be readily and easily incorporated into any organization. Birkman Basics is a great product to begin your journey with Birkman.

Birkman Signature Suite is Birkman’s certified product option that includes 40+ reports to use with your team. The Birkman Signature Suite includes our advanced reports that will provide in-depth analysis and insights for your sales process.

Contact Todd McCarty at career-upside.com or 404-219-7056 for more information.

Birkman empowers people with a wide variety of applications.



Leadership Development



Team Building



Career Exploration



Talent Selection



Sales and Negotiation