

Persona Model Boosts Sales—New Book Shows How

One Australian retailer recently posted its best year ever, reporting a 24% increase in sales. A large part of this success was attributed to a new selling approach which weaves the behavior fundamentals of *Persona*'s Social Styles model together with sound selling concepts. This approach is the subject of a new book by Australian management and training consultant Mike Godfrey.

"When I first saw the *Persona* Social Styles model," Godfrey explains, "it instantly opened up a new world. Having had a long-term interest in human behavior, I had asked many of the same questions—why did people act as they did, why did behavior change in different situations? For the first time, the Social Styles model provided the answers. And when I applied the model to a selling process I had used for years, the results were quite amazing. That was the genesis of the book."

In his book, Godfrey draws on several years' observation, testing, and trial to expand upon the three basic principles of selling:

1. Know your product knowledge
2. Know the process through which most sales proceed
3. Understand yourself and the people with whom you are dealing

"There are still millions of sales people all over the world who are struggling because they don't understand these three selling principles," says Godfrey. "The third principle, embodied by the *Persona* model, is critical because it helps you appreciate why people do and say the things they do. In that way, the salesperson can better predict the behavior of others and modify his or her own behavior in ways that lead to better sales results."

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Godfrey's work has identified improved overall results, stronger long-term relationships, and more repeat business from linking the sales process with behavior modeling. "This linkage is absolutely essential in these days of strategic partnering programs and other long-term client/supplier relationships. Selling today requires a lot more than just knowing how to close the deal. It's a highly competitive and complex interaction that will be most effective if you understand how behavior—yours and others'—affects the sales process."

EXCERPTED FROM TARGETED SELLING

The Social Styles model adds a new dimension to that fundamental sales competency—effective communication. This model opens up a new world of understanding about human behavior that will help you achieve the results you want, but until now might not have thought possible.

When you finish the book, you'll have the skills to:

- Understand the social style of the person with whom you are interacting
- Modify your natural communication style to meet the other person "on their own ground"
- Adapt your behaviour so that communication with others will be more effective