

SDI (Strengths Deployment Inventory) for Sales/Service

Introduction

The **Strength Deployment Inventory®** helps us to overcome interpersonal and communication issue because it provides a framework and a common language for being able to see each other as we really are and to build more positive and powerful working relationships.

SDI ® is quick and easy to complete and is based around 3 key colours RED, GREEN and BLUE which when blended represent 7 key motivational value systems. This colour theme provides a helpful language in which to describe motivations that crosses many cultures and breaks down barriers.

SDI ® is an **inventory questionnaire** aimed at helping us understand what motivates us to behave the way we do in normal day to day situations when everything is going well and also in conflict situations by asking questions such as:

- . What motivates me?
- . How can I increase my value to the team and organisation?
- . How can I become more confident and self-assured?
- . How can I adapt my behaviour to bring about the best in others?
- . How can I improve my performance in terms of achieving business goals and objectives?

This course will allow participants to profile themselves against the inventory and then help them to explain how they can avoid communication problems and conflict with customers.

Objectives

By the end of this course participants will be able to:

- Display a better understanding of themselves as an individual
- Create strong relationships with their colleagues and customers
- Better influence and manage those around them
- Get to the hub of inter-personal, inter-team and inter-departmental problems, and solve them
- List the key stressors for different people in their team, and how to diffuse these
- Display a superior ability to motivate others
- List ways in which to be more culturally aware
- Detail what constitutes conflict and personality clashes
- List ways to deal with and avoid conflict
- Describe what it is to be Emotionally Intelligent
- Explain how to become more emotionally intelligent with customers and colleagues using SDI
- Apply the learning from the two days and practice the new techniques

Content

A sample of what is covered includes:

Introduction to the SDI

The objective for this session is for participants to gain an understanding of the SDI (Strength Deployment Inventory) and Relationship Awareness Theory.

- Behaviour - why do different people behave differently
- The Strength Deployment Inventory - normal behaviours
- Understanding the 4 main behaviour types - Red, Blue, Green and Hub
- Understanding the mixed behaviour types - Blue/Red, Blue/Green and Red/Green
- Understanding your position on the SDI map
- Understanding the main facets of your behaviour both positive and negative, and how it is perceived by the other types
- How your type will affect your perception of the other types
- The Strength Deployment Inventory - conflicting behaviours and stress patterns
- How the types respond differently under stress and pressure, and different amounts of stress and pressure and how this affects performance

Using this knowledge for management advantage

The objective for this session is to give you a management advantage in forming a team, leading a team, dealing with internal colleagues and external customers and suppliers.

- Putting a team together using the SDI
- Managing the different personalities in your team - the SDI and:
 - time and project management
 - goal setting and achieving
 - inter-personal relations
 - team conflicts and personality problems
 - performance management
 - focus
 - motivation
 - using the right language to get the right results
 - delegation
- Inter-collegial relations - persuasion and influencing - using the SDI
- Customer care - getting right for different personality types
- Selling more using the SDI Type and Focus © Method

Participants will be asked to complete the Strength Deployment Inventory before and during the program and will be allowed to take this away with them.

The participants will receive a short analysis based upon their position on the SDI and the strengths and weaknesses that derive from this position, each analysis is unique to the individual as it includes their standard and stressed profile.

Participants are also asked to complete a short after-programme activity, that brings all of their learning alive.

Dealing with conflict and clashes of personality

- What is conflict?
- How do we feel about conflict?
- What types of conflict are useful in the workplace and what forms are not?
- Dealing with conflict in a professional way
- Reactions to conflict
- Causes of conflict
- Definitions of conflict
- Understanding and working with my conflict style
- The challenges of different conflict styles

- Encouraging healthy differences
- Preventing conflict
- Do and don'ts

Being more Emotionally Intelligent

- Five Things You Need to Know About EI
- What is Emotional Intelligence
- Understanding EI
- What Emotional Intelligence Isn't
- What Impact will my Emotional Intelligence have on my career?
- Predictors of Career Success
- How is my Emotional Intelligence (EQ) related to my IQ?
- Is my Emotional Intelligence Fixed?
- I Want to Improve my EI, What Should I Do?
- 20 Steps to EI Self Assessment
- The Four Elements of EI
- The Competencies of Emotional Intelligence
- Intra-Personal
- Inter-Personal
- Emotional Self Awareness
- Emotional Self Regulation
- Emotional Self Motivation
- Empathy
- Nurturing Relationships
- Self Awareness Test
- Tuning Into Your Senses
- Developing Self and Others

Applying the learning to practical situations

- How to respond to different phone calls
- How to respond to different types of email
- How to respond to requests from team members

Successful interpersonal communication for sales and service

- What is successful interpersonal communication?
- The barriers to successful interpersonal communication
- How to use interpersonal communication
- What is my communication style?

Applying the key skills

- Impact of body language - Creating rapport. Subtle ways to use words, voice tone and body language more effectively and efficiently to move people closer to your ideas and combat mental blocks and resistance
- Enhancing interaction - Pull, not push questioning techniques that lead and motivate rather than manipulate
- Powerful language patterns - Word Power, how to use careful phrasing and commands with great effect. Positioning yourself and your ideas, concept or solution in the minds of others
- Increasing your vocal confidence
- Communicating effectively in meetings and presentations
- Mini skills practice sessions

Assertive communication in a sales and service environment

- Using assertiveness in communication to manage emotions

- Using communication effectively to gain agreement
- DVD presentation on using communicating assertively
 - Thing It Right
 - Say It Right
 - Behave Right
- Dealing with difficult people in a business environment
 - Assessing your own behaviour
 - Analysing the behaviour of others
 - Adapting a flexible approach to achieve harmony
- Hints and tips on applying the skills developed on the course
- Case studies of effective use of communication

