idXready **2.0**
Instructional Design *Accelerated*

New!
» **Version 2.0**
Now even easier to use.
Available June 1, 2007

DiSC®-Powered Selling

How do you increase your sales effectiveness?

By using a sales approach that is unique and relevant to each individual client to develop long-term, quality relationships.

With *idXready™: DiSC®-Powered Selling,* salespeople discover the **four approaches to selling** and learn how to **effectively determine people's buying styles.** By **adapting their natural selling styles** to customers with different styles, salespeople of all levels will maximize the potential of **closing more sales.**

Individualized Participant Workbooks incorporating validated research-based assessment data provide each participant with a personalized learning experience. Through innovative, hands-on, experiential learning activities, participants learn **relevant skills to maximize their performance as salespeople.** Rich video content and a wide range of individual and group activities generate opportunities for participants to learn about their own and others' behavior, **capitalizing on their people skills knowledge** and **sales effectiveness.**

Participants walk away with skills, knowledge, and tools to position your products or services in a way that will **resonate with your customers,** resulting in **increased customer satisfaction and higher sales, generating more revenue for your company.**

Fast and Easy Meets Powerful and Personal

idXready 2.0 is the fastest, easiest way to deliver individualized assessment-driven classroom training for

- Conflict Management
- Teambuilding
- Listening Skills
- Collaboration
- Sales
- Frontline Management

Fast and Easy

- Fully scripted Leader's Guide makes preparation easy
- Integrated video and PowerPoint makes presenting seamless
- Ready-to-go format ensures consistent delivery across all locations

Powerful and Personal

- Contemporary video makes learning relevant
- Online prework creates individualized Participant Workbooks

In **DiSC-Powered Selling,** participants will:

- Discover four basic approaches to selling and identify their most natural approach to selling
- Identify which approach is most appropriate for each style and discover the similarities and differences among selling styles
- Learn how preferences drive buying behaviors and discover effective techniques for selling to people with differing styles
- Understand that customers have diverse needs and learn to adapt communication to build the trust needed to gain commitment for the sale
- Learn the seven stages of the selling process and how to adapt their styles during each stage and with each customer
- Develop selling strategies and action plans for adapting to different customers' styles

idXready Programs synchronize...
- proven learning models - participant pre-work
- rich video assets - validated research-based assessments
- individualized participant manuals - fully scripted leader's manuals
- professional PowerPoint - proven processing activities - contemporary content

idXready. Get *there* faster.

Introducing idXready™

idXready™ programs are the first training and development programs that are designed to integrate and synchronize all aspects of the learning experience, from participant pre-work to individualized workbooks; from rich video assets imbedded into professional PowerPoint to proven processing activities. By incorporating validated research-based assessments into participant workbooks, *idXready* programs allow you to deliver training at an individual level, making your business and people skills training a vital part of your organization's learning strategy.

idXready programs have synchronized the following training essentials for you:

Online Assessment

Includes trusted, proven assessment. The assessment is sent as pre-work completed online prior to training, ensuring training time is maximized.

Individualized Participant Workbook

Workbooks incorporate personalized assessments for each individual. The learning becomes relevant and the facilitation time more effective and productive.

Synchronized Participant Pages

Corresponding participant workbook pages for every PowerPoint reference. Note taking is made easy — guesswork is removed, and participants keep in step with every reference you make.

Fully Scripted Leader's Guide

Synchronized with Participant Workbooks and PowerPoint, and editable. Leader's Guides are generated in easily accessible PowerPoint files, which are ready to use as they are, or may be edited with your personal touches.

PowerPoint That Makes a Point

High-impact, visual storytelling slides with effective animations. Professional, high-quality presentations that quickly engage learners.

Video Built into PowerPoint

PowerPoint files built with video synchronized right into the presentation. No more wasting time searching for video clips on a VHS tape or DVD, taking the stress out of transition time.

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