



# Sales training, team building, coaching, management, and leadership development

The Delaware Life National Sales Consulting team meets the unique needs of broker dealers and financial professionals by providing resources that address the many challenges they face when developing and managing effective, productive enterprises.

Delaware Life is an Authorized Partner with Everything DiSC® which is one of the most popular and successful personal development tools available. This simple yet powerful model describes four basic personality styles: D, i, S, & C, and serves as the foundation for an application suite that connects people on a human level and transforms workplaces from groups of talented individuals into collaborative, thriving cultures that drive results.

- **Built on a Foundation of Rigorous Research**

Developed in 1928 by noted psychologist William Marston, the DiSC Model is a trustworthy assessment with strong psychometric properties that prioritizes quality by using computer adaptive testing, global norming, and real-world testing.

- **Simple but not Simplistic**

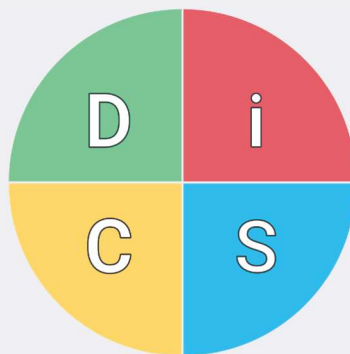
Assessment results are translated into personalized, actionable narratives that make behavior change tangible for the participant.

- **One Assessment, Multiple Applications**

The Everything DiSC® assessment can be used across any one or several of the applications described on the back of this flyer.

- **Customizable and Flexible**

These highly rated programs earn a 94% global satisfaction rating, and Delaware Life can design a customized program to meet specific needs and time constraints.



## Five-step process and learning experience

Everything DiSC® is designed with a single goal in mind: to help everyone in your organization build more productive and effective relationships with clients, teammates, and colleagues. The overall experience consists of five parts:

1. **Consultation to determine needs:** A meeting with Delaware Life National Sales Consulting to define goals, determine which Everything DiSC® assessment, or assessments, will be used, and to plan for implementation.
2. **The assessment:** Participants will receive a personalized email that provides them access to an online assessment which will take approximately 30 minutes to complete.
3. **Comprehensive profile report:** A personalized profile is created which deepens self-understanding through the DiSC® model and provides style specific strategies and action steps.
4. **Results delivered either through individual consultations, or in a group classroom experience:** The Delaware Life National Sales Consulting team delivers the profile in either individual consultations or as an interactive experience in a group setting. Workshop presentations can be customized to address specific needs and time constraints. *(30 – 60-minute overview presentations are available. These workshops would not require participants to have taken the assessment prior to the event.)*
5. **Follow-up tools:** Managers receive copies of the facilitation report which includes the DiSC styles for all their team members as well as access to the Delaware Life National Sales Consulting team for ongoing consultation, coaching and mentoring engagements.

**Call your Delaware Life RVP or Relationship Manager for more information at:  
844.DEL.SALE (844.335.7253)**

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### WORKPLACE

Engage every individual in building more effective relationships at work.



#### Empower people to engage, connect, and thrive:

- Learn DiSC styles, priorities, motivators, and stressors
- Learn how to identify and understand others' styles
- Learn how to work more effectively together

### SALES

Provide salespeople with the skills to adapt to customers' preferences and expectations.



#### Improve sales results by understanding client drivers:

- Discover natural selling strengths, weaknesses, behaviors, and tendencies
- Recognize client buying styles
- Stretch beyond natural selling style to adapt to clients' buying styles
- Increase sales productivity by building trust with clients more quickly

### MANAGEMENT

Teach managers to successfully engage, motivate, and develop their people.



#### Improve manager effectiveness:

- Uncover natural management preferences and priorities
- Build more effective, rewarding, and inspiring relationships
- Become a better motivator and developer of people
- Explore more effective strategies to direct employees and delegate work
- Improve working relationship with their own supervisors

### WORK OF LEADERS

Create impactful leaders through the process of Vision, Alignment, and Execution.



#### Splits the work of leaders into three categories: Vision, Alignment, and Execution, encompassing 18 leadership traits

- Define leadership style and priorities
- Learn how to craft a vision, create alignment, and champion execution
- Strategies to adapt natural styles to be more effective with everyone looking to them for leadership



#### Create a team culture, develop and manage effective teams

- Empower team members to rethink their approach to teamwork
- Develop new, effective behaviors to increase productivity
- Create a common language that redefines what it means to work together to produce results.

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