

Stunning 21st C Tool Helps You do Business Quickly and Easily

The Business Relationship app



Dawson McDonald Consulting
PEOPLE > PERFORMANCE > ALIGNMENT

Are you time poor?

Do you get frustrated when you can't reach agreement with prospects, customers or colleagues on what needs to happen?

Apps help us do stuff quickly and easily.

TRUST



Use the Business Relationship app to build Trust or negotiate with anyone. Unlike many other systems, the person you are profiling doesn't have to answer any questions.

You just watch how they speak and act and then record your observations on a simple scoring system on your iPhone, iPad or Android.

This takes about 1 ½ minutes.

Quickly profile people you deal with and get instant on-screen advice on how to

Build trust in relationships

Close a sale

Motivate or reward this person

Win support for change

Improve teamwork

The Business Relationship app instantly displays advice on how you need to deal with the other person to get the result you need, while also meeting their needs. You both win.

**BETTER
THAN
DISC
&
MBTI**

The coaching process we use is a Social Style Program from our partner Persona Global.

Colorado State University conducted research to compare the effectiveness of interpersonal skills training programs from three popular providers: the Myers-Briggs Type Indicator® model from CCP, Inc., the DiSC® model from Inscape Publishing, and the SOCIAL STYLE MODEL™ from the Tracom™ Group.

The results indicate that those who had participated in Social Style training were far better at putting what they learned into practice than those who took either DiSC® or MBTI®.

(Details of research available on request).

**Dawson McDonald
have been coaching people
to success
in Persuasion & Influence
for 15 years**

Over 1M people globally have benefited from the coaching program we use to give you maximum value from the Business Relationship app



Case study

Japan's Mitsubishi Motors competes with other global automobile manufacturers

ACTION

1. Traditional sales training was completed by 800 sales representatives in Japan.
2. Another 800 sales representatives were coached in Persona Global's methodology
3. The training result was observed over a 2-year period.

RESULTS

The sales people who completed Persona's coaching program sold an average of 39 more cars per person annually than those in the other team with regular sales training.

That's a total of 31,200 extra sales each year.

BUILDING TRUST - The Winning Benefit of the Business Relationship app which helps with -

Sales: You're dealing with a new prospect. The app shows you how to position your pitch (in person or in a proposal) to increase your success.

Relationship Management: The app helps you understand the key drivers of your client's behaviour and how to act to ensure you are seen as a **Trusted Adviser**.

Leadership: Whether you're negotiating with a senior colleague or figuring out how to best engage a new member in your team the app give you clear insights into what will motivate or demotivate them.

Testimonials

Thank you for your guidance and coaching. The sessions were excellent, challenging and deeply useful. You fundamentally changed my approach to 'coaching' our management team and provided some powerful tools and insights that have enabled me to communicate more persuasively up the line. (This was) one of the most useful personal development programs I have completed."

General Manager - Country Fire Authority, Victoria, Australia

"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen."

Director of Training for Operations, Alcatel, Mexico City

About Us

Dawson McDonald is an Australian Partner of the internationally recognised Persona Global group that offers business solutions to organisations through over 70 countries.

Our Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

About Persona Global

Translating business needs into people performance

Persona Global is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Global Programs include:

General Electric	Microsoft	Exxon Mobil
Credit Suisse	Pfizer	Xerox
Siemens	Vodafone	IBM
American Express	Alcatel	Dell
British Airways	Disney	BMW
Mitsubishi	Coca Cola	Japan Airlines
Konica Minolta	Hitachi	
Galerias Lafayette	Sony Music Entertainment	



**Our Global Partner - Providing Solutions for Leading Strategic Change
Serving 70+ Countries in 36 Languages for more than 25 Years**