



Dawson McDonald Consulting
PEOPLE ► PERFORMANCE ► ALIGNMENT



NEW BUSINESS RELATIONSHIP APP – THE 21ST CENTURY TOOL

Just when there seems to be an app for everything here is one to quickly help you get better results from your business relationships.

Decisions are being made earlier and faster as the pace of business continues to speed up.

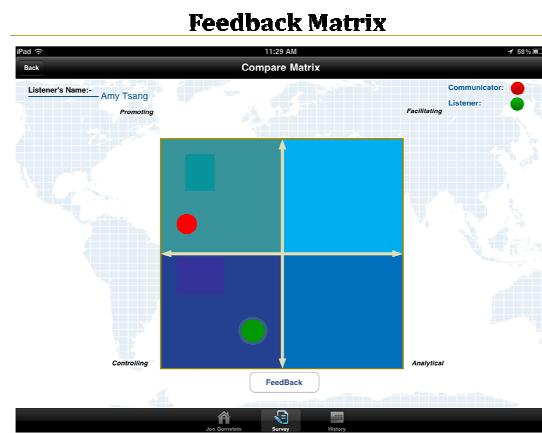
With our Partners Persona Global we have launched this fantastic app that will help sales reps, account managers and leaders stay ahead of the curve in sales, managing clients and leading people.

The Business Relationship app is fast and easy to use on your iPad, iPhone or Android on how to deal with your prospect/client or colleague to get the decision you want, an order to buy or their support for change.

In less than 2 minutes you can profile anyone you deal with and get instant advice on how to optimise your interaction with them. The person you're dealing with doesn't have to answer any questions or fill out forms. You just respond to simple on screen prompts about the way they behave and the Business Relationship app shows you how to deal with them.

Armed with the Business Relationship app you'll be able to –

- Make a pitch that really hits your listener's needs/wants
- Lead your team more easily
- Deal with clients and colleagues effectively
- Be seen as a problem solver and Trusted Adviser



We've been using the system underpinning the Business Relationship app to help our clients for 15 years. This is a globally proven system for creating and sustaining valuable business relationships. The Business Relationship app simplifies this system and puts the benefits at your fingertips.

A major company equipped 800 sales people with this system and compared results with a control group of 800. The first group consistently outsold the control group.

For a demonstration of this great 21st Century business tool contact us:

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