



Representing the Swiss-made training of Siegel HR and the Danish psychometric profiles of e-estimate® in North America.



**Siegel®**  
*Human Resource International Ltd.*

a member of the **Siegel®** Human Resource Group of Companies, Switzerland



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## Contents:

<i>The Personality Program</i>	3
<i>WIN-WIN Negotiations</i>	6
<i>Consultative selling ODIR®</i>	8
<i>Successful consulting – IDAR®</i>	10
<i>Strategic Integrated Quality Planning - SIQP</i>	12
<i>Crosscultural Competence</i>	13
<i>About Siegel HR</i>	14
<i>References</i>	15

## The Personality Program



This program offers you a deep analysis of the self and of the team, it unveils personal motivation, possible conflict zones in the communication process, a person's potential and value in and for the team. It offers an opportunity for self-discovery and provides you with a method to communicate more efficiently in

every situation. **Perception**

Knowing the decision making process and understanding the values that guide us, will help us better understand others, understand their drivers, it will support us when working and communicating with colleagues or friends.

Our

*„He who knows much about others may be learnt, but he who knows himself is wise.”*

*Lao Tse*

view of everyday events, people and even world events is colored by our internal beliefs. Our hero is someone else's villain; our solution to a problem is ridiculed by a colleague.

- ☐ What is it that makes something right for us but wrong for others?
- ☐ How does my perception color my behavior and how do others perceive me?
- ☐ What are the strengths and weaknesses of the members in our teams?
- ☐ What are the individual and team values of the people we lead?

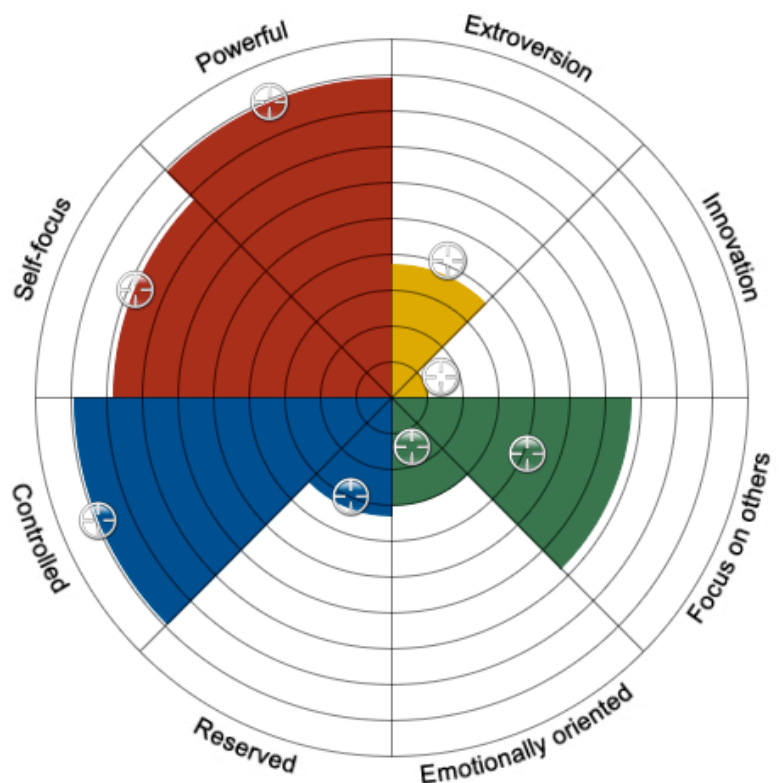
- ☐ How can I adapt and connect more easily?
- ☐ How do we motivate ourselves and the others?
- ☐ How do we react in crisis situations?

### What does the tendency of the 8 facets show?

All of the four behavioral tendencies can be subdivided into two underlying facets. The eight facets describe the behavior in a differentiated manner. The relation between the areas is of importance.

For each of the four areas the "acquired behavior" is identified with grey marks.

Marks that are placed further out than the colored scores indicates that the person wishes to strengthen the particular tendency. Marks that are placed within the colored scores indicate that the person wishes to moderate the particular tendency.



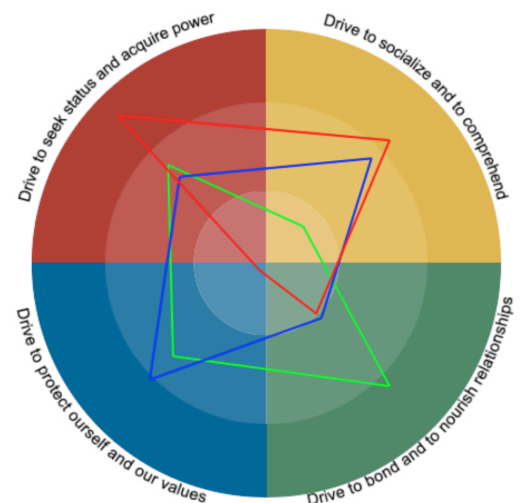
## Welcome to the new dimension of the “interpersonal circumplex” \*

e-stimate® profiles use a very visual, easy to use and to understand color-system to differentiate between behavioral tendencies. Every person has a unique combination of the four colors (representing behavioral tendencies) to a different extent. These in combination with the eight facets map the behavior of a person with great accuracy. This way e-stimate® presents the individuals own behavioral style, the behavior of the team, and specific needs of each individual.

### Objectives

At the end of the program the participants will:

- learn how to adapt their own behavior in critical business situations, in order to act as a leader and obtain the commitment of team members
- understand their own personality
- learn about the combined functioning of the team
- know about their individual strengths and weaknesses
- discover possible approaches to problem solving in order to optimize partnership and co-operation.



*What can be more rewarding than an investment in one own personality?*

\* Wikipedia: *The interpersonal circle or **interpersonal circumplex** is a model for conceptualizing, organizing, and assessing interpersonal behavior, traits, and motives (Wiggins, 2003).*

# WIN-WIN Negotiations



## Overview

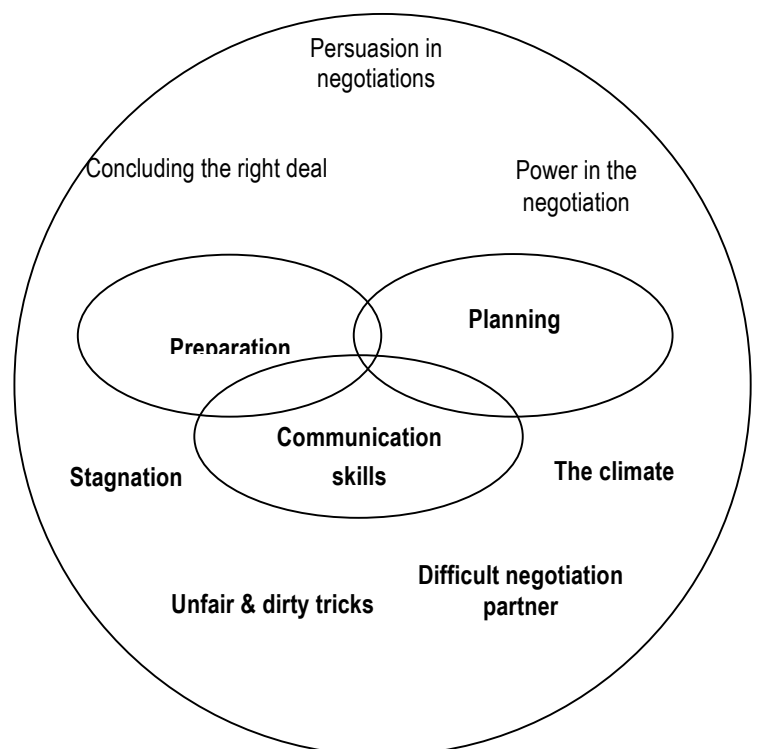
Negotiating is both a difficult and an interesting process. Success and frustration are both never far away. To be successful in negotiations requires stress resistant, flexible and persistent negotiators

with an excellent knowledge of the services, products and the market situation.

However, this alone is not enough! What good does the best preparation, the most proficient planning do if the negotiators behave **improperly** during the negotiation? Knowledge and structured thinking are important pre-requisites for negotiations, but they alone will not ensure your success!

## Program content

The negotiation process is complex. At any given time a multitude of factors need to be observed. The illustration shows the interdependencies and at the same time reveals the contents of the program.



The **3 central elements** of the program are:

### **1. Preparation**

- setting objectives and fallbacks (yours and theirs)
- define negotiable issues, priorities and limits; define the mandate
- determine the cost of concessions

### **2. Planning**

- evaluation of your own strengths and weaknesses as well as the balance of power
- planning for options and how to bargain and persuade
- long-term success versus short term success

### **3. Communication skills**

- the Communication Analysis (CA®)-model for your communicative success
- persuasion, power, bargaining
- overcoming difficult situations (dead locks) in negotiations
- successful outcomes

### **Key objectives**

At the end of the course the participants will be able to:

- distinguish between integrative and distributive negotiating and apply both appropriately according to the situation
- recognize own and others' communicative behaviors and apply them for more persuasive power
- prepare and plan their negotiations systematically, flexibly and effectively
  - to plan professionally for options
  - to bargain for concessions effectively
- practice their own negotiation skills intensively in small groups and receive detailed feedback (incl. video- and computer based analysis)
- have the necessary tools to face their next real-life negotiation with confidence



# Consultative selling ODIR®

This course offers a sales method based on identifying the customers' needs through the development of **conscious** and **unconscious needs**, aiming at using each opportunity at the right time and leading to higher results and to the development of longterm relationships with the customers.

The **ODIR®** steps to successful sales:

- **Seeking information – Techniques and methods.**
- **Seeking problems** – Conscious needs.
- Questions seeking **impacts** and consequences resulting from uncovered difficulties – Unconscious needs.
- **Seeking requirements** and defining the complexity of the required solution.
- **Benefit statements** – presenting solutions and detailing services to be offered.

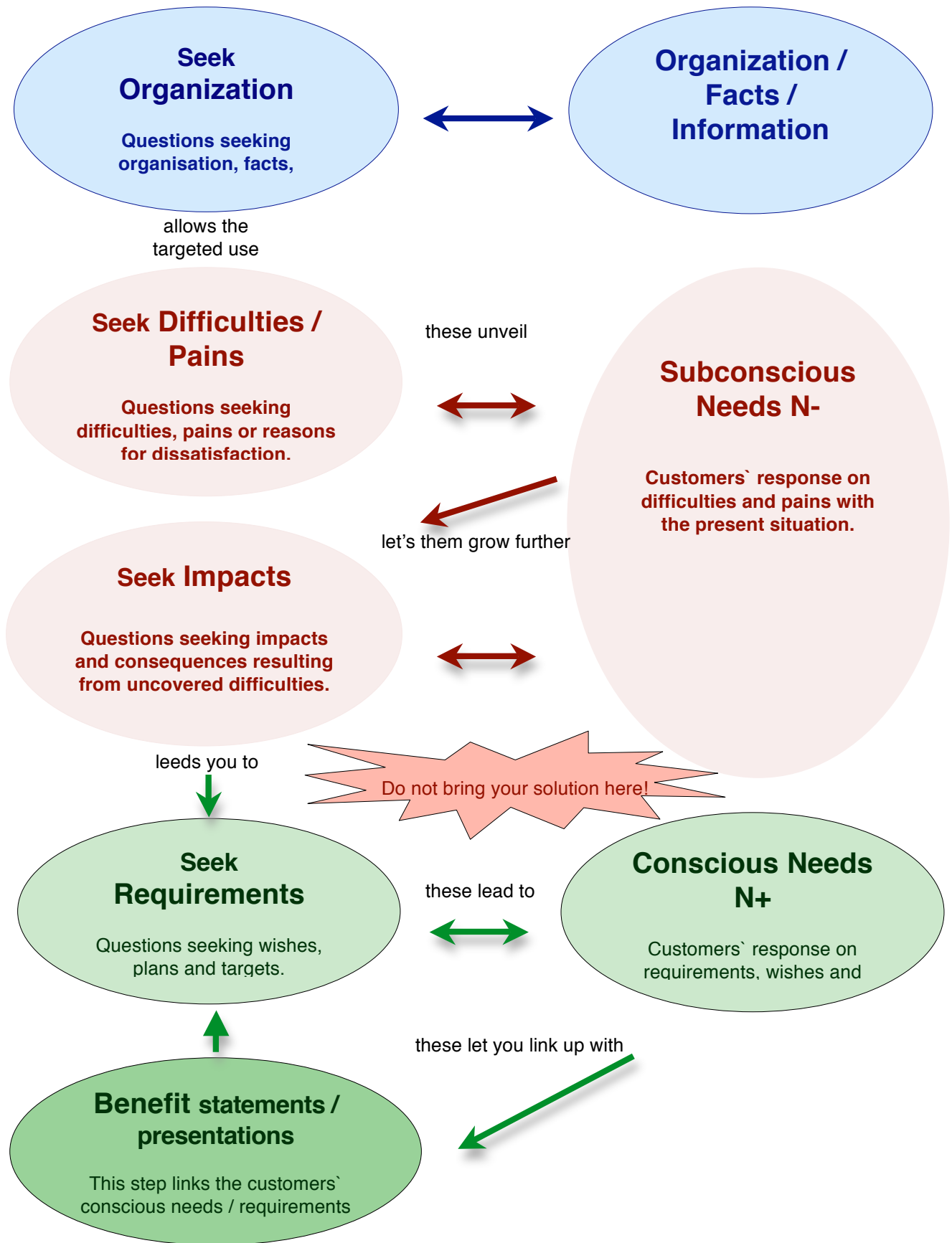
## What is ODIR®?

**ODIR®** is a communication strategy based on various research data of successful sales calls. Each customer has different needs, even if he might purchase the same product. Those needs have to be meticulously uncovered and satisfied. **ODIR®** is a questioning technique that allows sales people to do just that – on a repetitive basis – with lasting effectiveness.

*The **ODIR®** (Organization, Difficulties, Impact, Requirements) Sales Training model develops new key behaviors which help to recognize and develop the needs of customers more*



# The **ODIR**<sup>®</sup> Model





# Successful consulting – IDAR®

In today's competitive environment the role of a technical consultant (sales engineer) is changing more and more towards a problem solver and solution provider.

This program helps technical consultants to become a more proficient partner in communicating with customers. It enables the consultant to uncover the real causes of difficulties. The consultant picks up potential leads, thereby helping his customer, his sales team and enhancing his own standing.

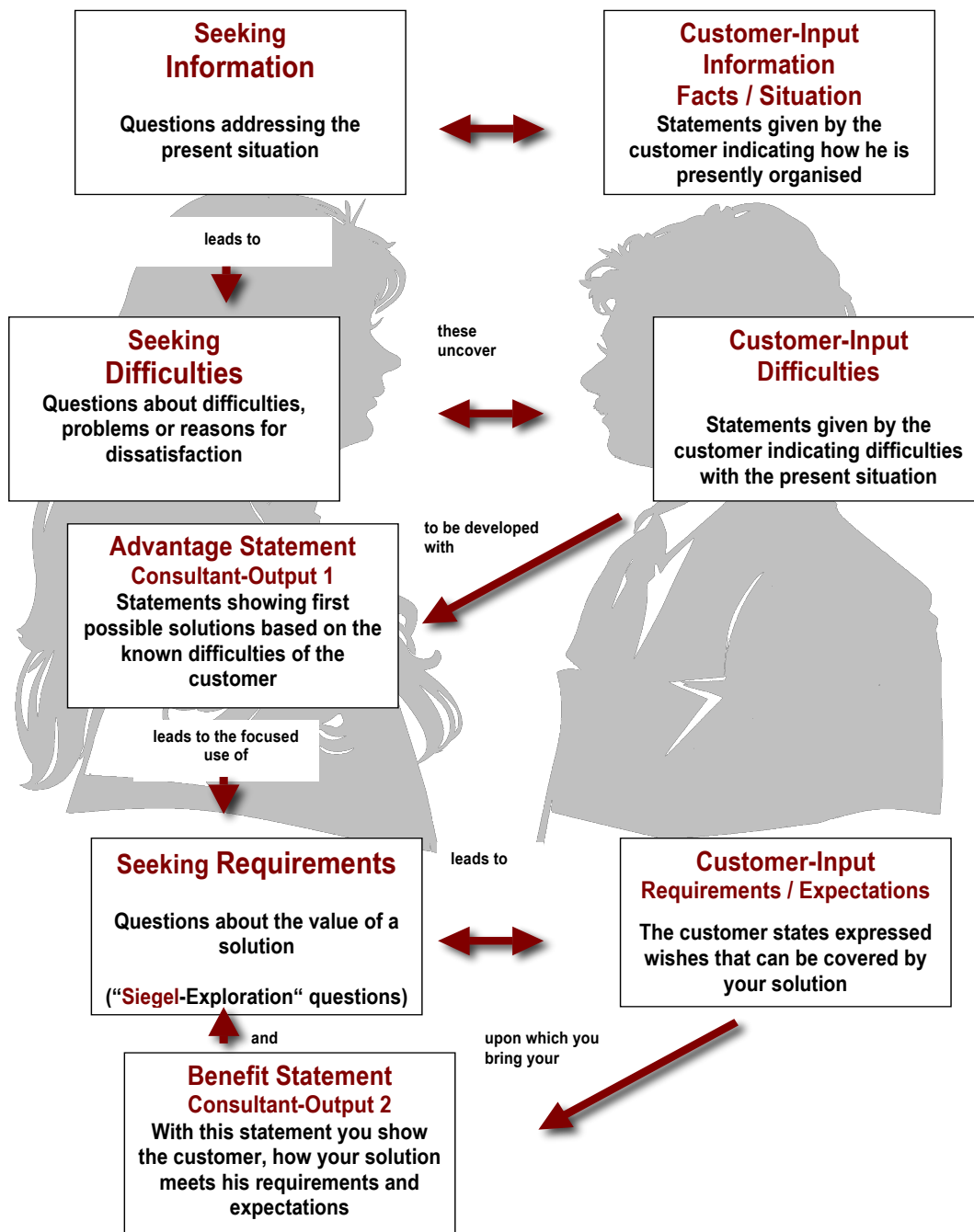
## Advantages of the IDAR® consulting model

The course represents the successful consulting model in five steps, from the facts to the final solution.

1. Seeking **information / facts**
2. Seeking **difficulties** / mapping **problems**
3. **Advantage statement** / Drawing possible **solutions**
4. Seeking **requirements** and **expectations** / pinning down the **extent of the solution**
5. **Benefit statement** / delivering the solution that responds directly to the customer's **needs** and **requirements**.

## What is IDAR®?

**IDAR®** is a communication strategy based on various research data of successful consulting sessions. Each customer has different needs, even if he might end up requiring the same product. Those needs have to be meticulously uncovered and satisfied. **IDAR®** is a communication strategy which allows the technical consultant to negotiate more effectively with his customer. **IDAR®** also allows the technical consultant a professional approach to objection handling and dealing with complaints.



The program has a high content of practical work. This allows the delegates to draw from their own experiences and to link these with the new methodology. Complex case studies (all customized to guarantee a "close-to-reality" scenario) complete the learning experience and accelerate the move towards unconscious competency (learning transfer).

*The IDAR® (Information, Difficulties, Advantage, Requirements) consulting model enhances and develops new key behaviors which help to recognize and develop the*

# SIQP

**Strategic Integrated Quality Planning (SIQP)** is a specific implementation of the Total Quality Management (TQM) process consisting of Plan – Do – Check – Act.

When an organization (both for profit and non-profit or governmental) looks at its market opportunities, there are 2 basic approaches:

- ☐ Ready – Fire – Aim (Throw products/services at the wall and see what sticks.)
- ☐ Ready – Aim – Fire – Measure results – Aim again – Fire

All departments in the organization have a defined role to play. Cross-functional processes are part of the core strategy.

Quality: The process is controlled by metrics, under the philosophy that “what gets measured gets done.” A “Balanced Scorecard” is used to balance metrics for customers, employees, and owners/investors.



Our training is based on customizing the SIQP model for your organization, with your Vision and Mission key drivers of focus for the process.

# Crosscultural Competence

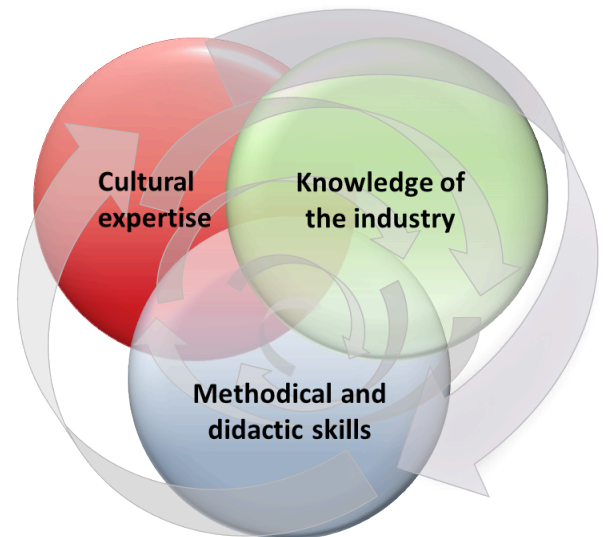


Do you know what costs your company more money than anything else? Misunderstandings. Communication is the grease in the gears of daily international business life, and anyone who isn't

familiar with the behavior, values and traditions of other countries will likely do more harm than good when it comes to international collaborations.

## **Intercultural training and coaching for more than 120 countries – on-site and e-learning**

Our on-site training and coaching sessions harness a global network of more than 250 selected coaches and country experts, covering over 120 countries in total. Do you need a specific type of consulting or training for a highly specialized topic? Just let us know and we'll put together a custom program for you, regardless of which part of the world you are currently in.



## **Effective preparation through intercultural Web-Based-Training**

Basic intercultural training and specifics on the culture, values and traditions of a given country, dos and don'ts – in short: our eLearning courses allow you or your employees to sign up for precisely the course you need. In roughly 90 exciting minutes you'll work with films, texts, comprehension questions and test units to internalize everything you need for successful communication in the country of your choice.

## **Videos, expert articles, expert hotline and more**

A great number of videos, articles and microlearning elements give effective and immediate advice on your intercultural business situations. And if you have a question: just use the internet hotline – you will receive the answer you need within 24 hours!

## About Siegel HR

*“One of the main reasons for choosing Siegel Human Resources Ltd. was that the concept of internal co-trainers gives us a direct contact with the delegates and an insight on how our people are being trained, all this right from the beginning. We can motivate our own people together with the external trainers during the training session and have a clear view of their abilities and where to focus on when back in real life.”*

**Maximilian G. Haselbach**, Head of Training, BEKB, Switzerland

Through the **Siegel** programs we want to answer our customers' needs as to the professional development and the continuous use of the knowledge acquired during sales, consulting and personality training, sustaining individual and team motivation, so that they can benefit from visibly improved professional results in their company.

## Why Siegel?

At **Siegel** we design and deliver training programs based on the actual needs and the current situation of the customer's company. The exercises are directly inspired from the daily business activity of the participants, thus offering a training solution adapted to the real problems of the company and its employees.

Advantages of the **Siegel** programs:

- Training solutions built on **communication strategies**.
- **Direct profit** by means of turning training solutions into reality.
- **Individuality** and **realism** thanks to examples taken from the participants' direct experience.
- **Rapid implementation** of the methods learnt thanks to **coaching on the job** or **onsite**.
- **Training consistency** as a result of the modular structure of the courses and **consolidation of know-how** through in-company supporters (before the training sessions, “key people” will be instructed as Coaches).

*“I was among the first participants in The Personality Program training and the experience was more than satisfactory. I received an excellent tool for self-knowledge which helped me understand my work and communication style, as well as my behavior and the effects it generates in relation to others in different work situations. The trainers were professional, attentive and very committed.”*

Daniela Oancea - Editor in Chief - Cariere

# References

**Oracle Deutschland B.V. & Co. KG** - (reference video)

*"Siegel HR is the ideal partner for us, since they are internationally available and have professional coaches which work closely together with our sales-force."*

**Hannes Häfele**

Sen. Director OracleDirect Technology North  
Oracle Deutschland B.V. & Co. KG

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**Bank Vontobel**

*"There were not many courses I have attended which brought that much of use and help for my actual daily work. The pattern and tools are deep in my mind and I am thankful that I followed this seminar some months ago."*

**Lucas Bolfig,**

Head Institutional Clients,  
Bank Vontobel

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**Japan Tobacco International**

*"Experienced negotiators know that fruitful negotiations are the result of 95 per cent hard, tedious preparation work and five per cent bargaining discussions, skillfully led. With this in mind, the JTI Global Procurement Organization worked with a specialized Swiss firm to develop a tailor-made Negotiation Skills training program..."*

**Barbara Letissier,**

PPO, Geneva



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