

# TRACOM ASSOCIATE

## TRACOM'S RESELLER PROGRAM

With a 50+ year track record, TRACOM's growth is only partly due to a great suite of products. Much of the company's success is the result of working with outstanding independent consultants and training organizations. Licensed Associates deliver TRACOM courses and incorporate TRACOM learning models into their own training programs for increased innovation and impact.

# WHO ARE ASSOCIATES?

TRACOM Associates deliver our courses and incorporate our learning models into their own training programs, to grow their business by bringing this value to their clients. With the TRACOM Group's broad portfolio of courses, learning models and instruments, our licensed Associates can meet a wide range of training needs for their clients across the globe.



## WHY SHOULD YOU BECOME AN ASSOCIATE?

- Substantial pricing discounts on participant materials
- Access to the SOCIAL STYLE®, Behavioral EQ® and Adaptive Mindset™ Models
- Relevant and timely solutions aligned to needs of businesses
- Products for managerial, sales and general learners
- Ability to co-brand materials
- Flexible, personalized certification process
- Licensing arrangements for off-the-shelf or custom training
- Dedicated sales and Client Solutions Advisors

TRACOM's Associate partnerships allow for the delivery of research-based, time-proven measurement instruments. The broad portfolio of profiles, guides and courses meets the varying needs of our Associates and their clients.

### MARKETING SUPPORT

- Associate product catalog
- Product brochures
- Research and whitepapers
- Reseller client listing on TRACOM website
- Access to TRACOM materials
- Authorized TRACOM reseller logo
- Videos and webinars

### GLOBAL CAPABILITIES

- 20+ international language offerings
- International norms

### TECHNOLOGY RESOURCES

- TRACOM learning portal
- Online assessments

# WHAT YOU GET AS A TRACOM ASSOCIATE

## CREDIBILITY

We offer a suite of research-based Social Intelligence programs and instruments, validated by industry experts and used by millions of satisfied participants.

## SUPPORT

Have a question? Associates are in good hands with our expert Client Solutions Advisors and a library of online resources.

## MARKETING

We offer a variety of tools and materials to support Associates. When appropriate, we offer referrals to corporate clients within their area of expertise and geography.

## PROFIT

With TRACOM's attractive discount structure, Associates are rewarded for their sales which includes opportunities for paid facilitation.

## FLEXIBILITY

There is opportunity to license our products for off-the-shelf or custom delivery. We also have the industry's most flexible certification process.

## SUPPORT FROM US

### TRACOM Group

6675 South Kenton Street, Suite 118  
Centennial, CO 80111  
U.S. Phone: (303) 470-4900  
Fax: (303) 470-4901

U.S. Toll Free: (800) 221-2321  
International Phone: (303) 470-4900

# RESOURCES FOR ASSOCIATES

## 1. CATALOG

Visit [tracom.com](https://tracom.com) to explore TRACOM's comprehensive offerings of Social Intelligence programs which include: SOCIAL STYLE, Behavioral EQ, Resilience and Agility.

## 2. ONLINE RESOURCES

TRACOM provides a wide range of resources that Associates are encouraged to use on our website at [tracom.com/resources](https://tracom.com/resources).

- Whitepapers
- Videos
- Webinars
- Research
- Infographics
- Success Stories
- Books

## 3. CO-BRANDED MARKETING MATERIALS

Our collection of brochures can be customized for Associates to add their personal branding and contact information. [Visit the Associate Resources page](#) for access to these assets.

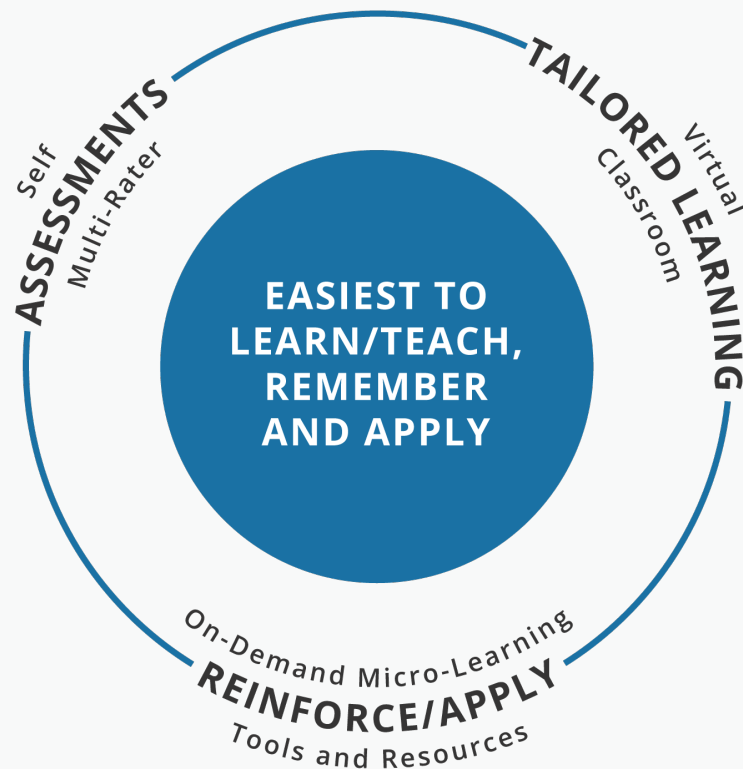
- About TRACOM/Social Intelligence
- SOCIAL STYLE
- Resilience
- Agility
- Behavioral EQ



# OUR **COMPREHENSIVE LEARNING MATERIALS**, TAILORED FOR YOU



## TRACOM'S COMPREHENSIVE LEARNING SYSTEMS





# CERTIFICATION

TRACOM makes it easy to teach all of our Social Intelligence solutions. Our comprehensive materials include admin kits, teaching guides and all the classroom resources Associates need.



## CERTIFICATION

Certification provides the advanced knowledge, skills and tools needed to facilitate SOCIAL STYLE, Behavioral EQ or Adaptive Mindset programs using Multi-Rater profiles. It includes enhanced professional credibility, mentorship by TRACOM's L&D staff and complete instructor kits to ensure classroom success. Certification can be accomplished through virtual or in-person instruction.



# GET INVOLVED AS AN ASSOCIATE

## 1. WEBINARS

TRACOM offers webinars geared towards educating the leadership and development community on various topics regarding Social Intelligence in the workplace. Free access to all of our webinars is available at [tracom.com/resources](https://tracom.com/resources).

## 2. SPEAKING

Meet our speakers at [tracom.com](https://tracom.com), check out their speaking topics and book a speaker. *Perhaps you're speaking somewhere — we'd like to hear about it and help you promote it.*



## 3. EVENTS

Visit [tracom.com](https://tracom.com) to check out the latest events happening near you or online.

## 4. CONFERENCES

TRACOM would love to meet you! Connect with us at one of our upcoming partnership events. See the Events section on the website to check if we'll be in a city near you.

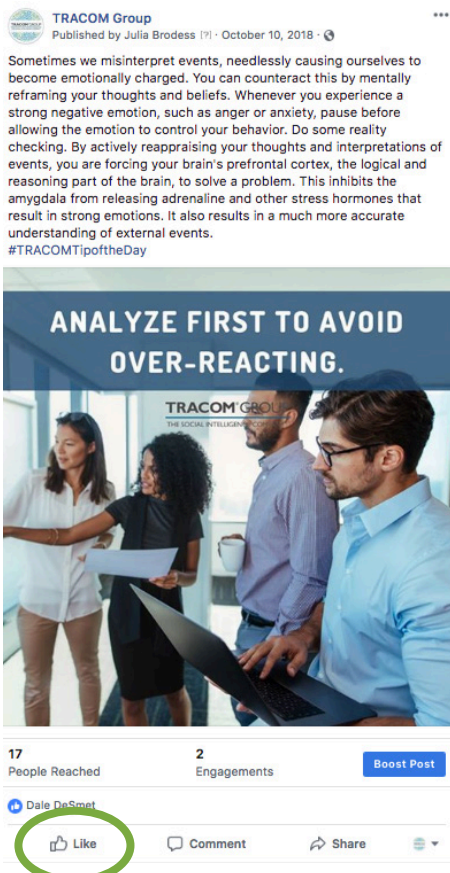


# GET SOCIAL WITH TRACOM ON FACEBOOK

TRACOM Group:  
[facebook.com/TheTracomGroup](https://facebook.com/TheTracomGroup)

TRACOM SOCIAL STYLE:  
[facebook.com/TRACOMSocialStyle](https://facebook.com/TRACOMSocialStyle)

1. **LIKE** both of TRACOM's Facebook pages
2. **LIKE OR COMMENT** to engage with a post that interests you
3. **SHARE** our recent content, whitepapers, upcoming webinars and events and SOCIAL STYLE tips with your followers







# GET SOCIAL WITH TRACOM ON LINKEDIN

TRACOM Group:  
[linkedin.com/company/tracom-group](https://www.linkedin.com/company/tracom-group)

1. **FOLLOW** TRACOM on LinkedIn
2. **LIKE OR COMMENT** to engage with a post that interests you
3. **SHARE** our recent content, whitepapers, upcoming webinars and events and SOCIAL STYLE tips with your followers



**TRACOM Group**  
3,051 followers  
1w

Many people don't take the time to consider the things they're good at and the things they aren't so good at. Enhance your self-insight by writing a list of your greatest strengths and weaknesses. As you do this, keep in mind the feedback others have given you. Pay special attention to your strengths, since it is much more fruitful to improve at what you do best than it is to try and improve your weaknesses.



5 Likes

Like Comment Share



**TRACOM Group**  
3,051 followers  
3mo • Edited

Catch a conversation between TRACOM's CEO & President David Collins and [Enterprise Minnesota's](#) Abbey Hellickson on the value of SOCIAL STYLE. Collins explains how understanding your SOCIAL STYLE and adapting to other peoples Style leads to better employees, leaders and organizations.

Read the full interview at the link below.

<https://lnkd.in/ehqYZRN>



The Value of 'SOCIAL STYLE', An interview... | TRACOM Group  
[tracomcorp.com](https://tracomcorp.com)

9 Likes

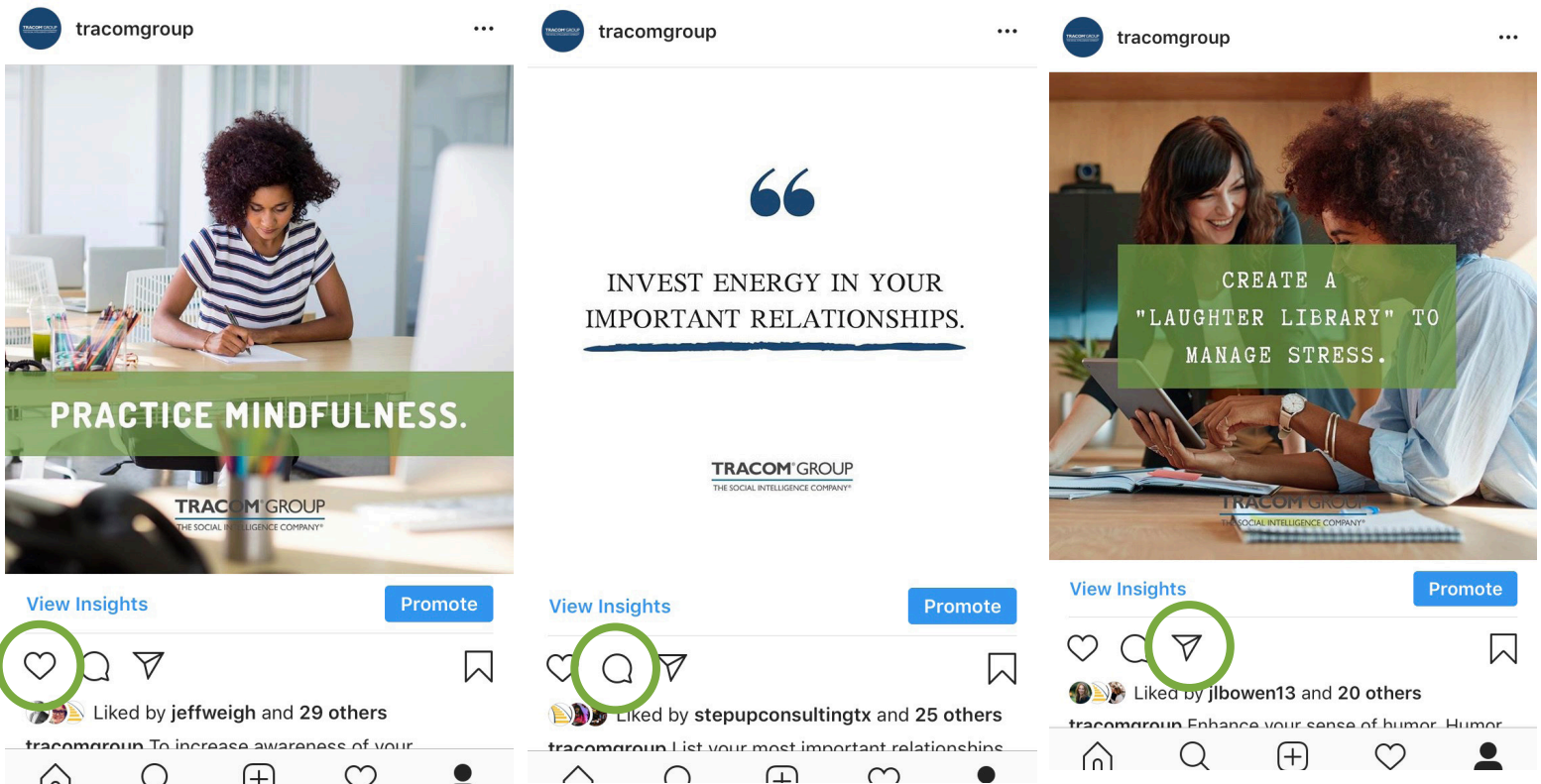
Like Comment Share

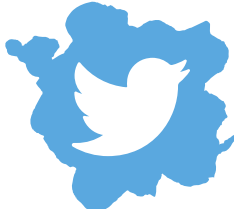


# GET SOCIAL WITH TRACOM ON INSTAGRAM

TRACOM Group:  
[instagram.com/tracomgroup](https://www.instagram.com/tracomgroup)

- 1. FOLLOW** TRACOM on Instagram
- 2. LIKE OR COMMENT** to engage with a post that interests you
- 3. SHARE** our recent content, whitepapers, upcoming webinars and events and SOCIAL STYLE tips with your followers





# GET SOCIAL WITH TRACOM ON TWITTER

TRACOM Group:  
[twitter.com/SOCIALSTYLE](https://twitter.com/SOCIALSTYLE)

- 1. FOLLOW** TRACOM on Twitter
- 2. LIKE OR REPLY** to engage with a post that interests you
- 3. RETWEET** our recent content, whitepapers, upcoming webinars and events and SOCIAL STYLE tips with your followers



TRACOM Group @SOCIALSTYLE · 12 Nov 2018

Social intelligence is our differentiator from artificial intelligence. It's what we can do to better ourselves as leaders, as team members, and—most importantly—as humans

Click below to read the blog on @Human\_Capital's website. [#hci](#) [#socialintelligence](#)



### Social Intelligence Can't Be Automated

We keep doing things the same way. We keep treating customers the same way, but why? Once you learn to recognize those biases, you can learn to [hci.org](#)

1



2



TRACOM Group @SOCIALSTYLE · 4 Oct 2018

Learn how Columbia Business School Professor of Management, Dr. William Klepper, has seen leadership growth with TRACOM's SOCIAL STYLE, Resilience, Agility and EQ programs in his Executive Leadership and MBA courses in this series of videos.

[bit.ly/2P6S2DC](https://bit.ly/2P6S2DC)



1



1





## GET SOCIAL WITH TRACOM ON YOUTUBE

TRACOM Group:  
[youtube.com/tracomsocialstyle](https://youtube.com/tracomsocialstyle)

- 1. SUBSCRIBE** to our channel on YouTube
- 2. LIKE OR COMMENT** to engage with a video that interests you
- 3. SHARE** our YouTube videos with your followers



What is SOCIAL STYLE?

5,710 views



**TRACOM Group**  
Published on Sep 8, 2015

You've probably heard of SOCIAL STYLE, but might not know exactly what it is. Watch this 3 minute video which describes the SOCIAL STYLE Model.

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# **ABOUT** **TRACOM<sup>®</sup> GROUP**

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**THE SOCIAL INTELLIGENCE COMPANY<sup>®</sup>**

## **[ WHY WE DO ]**

We believe that improving peoples' understanding of themselves and others makes the world a better place.

## **[ WHAT WE DO ]**

We synthesize our discoveries into actionable learning and resources that improve an individual's performance in all parts of their lives.

## **[ HOW WE DO IT ]**

Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to overcome them.

*For more information:*  
**[WWW.TRACOM.COM](http://WWW.TRACOM.COM)**  
*(303) 470-4900*