

## DiSC®-Powered Selling

<p><b>PROGRAM LENGTH:</b></p>	<p>3 - 4 hours</p>
<p><b>PROGRAM DESCRIPTION:</b></p>	<p>We've probably all had selling experiences where we just didn't click with the customer. More often than not, this apparent lack of chemistry has caused us to lose the sale. But what if we could always identify and adapt to the differences in customers, reduce the likelihood of miscommunication and lost sales, and develop positive relationships with all types of customers? The goal of this program is to help participants understand their own selling tendencies and their customers' needs so that they can adapt when needed for better results.</p> <p>Participants will be introduced to the DiSC® Learning Model, after which it will inform each step of the process.</p> <ul style="list-style-type: none"> <li>▪ First, participants will use the model to discover the needs and preferences of customers with different styles.</li> <li>▪ Then they will explore what works and what doesn't when communicating with each of the customer styles.</li> <li>▪ Next, they will practice adapting to the different customer styles.</li> <li>▪ Finally, participants will recognize how much they need to adapt to a specific key customer.</li> </ul>
<p><b>PROGRAM DETAILS:</b></p> <p><b>Length:</b> 5 -10 minutes  <b>Activity:</b> Introduction  <b>Materials:</b> None</p>	<p><b>WELCOME TO DISC®-POWERED SELLING</b></p> <p><b>Goals:</b>  Participants will:</p> <ul style="list-style-type: none"> <li>▪ Discover the goals and plan of the session.</li> </ul> <p><b>Activity Description:</b>  Participants are introduced to the trainer and learn the goals and plan of the session.</p>
<p><b>Length:</b> 15 - 20 minutes  <b>Activity:</b> Large Group  <b>Materials:</b> None</p>	<p><b>ICEBREAKER: IDENTIFYING YOUR SELLING APPROACH</b></p> <p><b>Goals:</b>  Participants will:</p> <ul style="list-style-type: none"> <li>▪ Introduce themselves and their basic approaches to selling.</li> <li>▪ Discover the similarities and differences among selling styles.</li> </ul> <p><b>Activity Description:</b>  Participants are introduced to the four selling styles. They introduce themselves and talk about which of the selling styles feel most natural to them. Participants find out how their peers have used the different approaches successfully.</p>

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# Program Overview

**Length:** 10 - 15 minutes

**Activity:** Individual

**Materials:** None

## GETTING FAMILIAR WITH YOUR DISC® STYLE

### Goals:

Participants will:

- Discover their DiSC® styles.
- Understand the characteristics of their highest DiSC dimensions.

### Activity Description:

Participants are introduced to their DiSC styles. They read and personalize their individualized feedback and become aware of what influences the way they think and act.

**Length:** 20 - 25 minutes

**Activity:** Large & Small Group

**Materials:** Flipchart paper, markers

## INTRODUCTION TO DIFFERENT CUSTOMER NEEDS

### Goals:

Participants will:

- Explore their buying preferences.
- Discover the needs of customers with other DiSC® styles.

### Activity Description:

Participants get into style groups where they discuss their preferences and behaviors when they are in buying situations. Participants then come to a consensus about their top preferences as a style, and they present these insights to the larger group. Participants learn about the buying preferences of the other styles from each group's presentation.

**Length:** 50 - 60 minutes

**Video:** 14 minutes

**Activity:** Individual & Large Group

**Materials:** None

## COMMUNICATING WITH THE FOUR DISC® BUYING STYLES

### Goals:

Participants will:

- Understand the preferences of each customer style.
- Recognize the importance of adjusting your communication when selling in order to meet customers' different needs.
- Identify strategies to communicate effectively with each of the customer styles.

### Activity Description:

Participants first discuss customer behaviors that indicate their communication hasn't been effective. Then they watch a pair of video segments for each customer DiSC® style. The first segment shows a salesperson ineffectively communicating with a customer of one of the styles and the customer's perceptions about the interaction. Participants note the customer's reactions and the behaviors of the salesperson that were ineffective with that customer style. They then watch the second segment, which shows effective communication with that style, and once again note salesperson behaviors. After each pair of video segments, participants read individualized feedback and choose specific strategies for communicating effectively in their own sales situations with that customer style.

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# Program Overview

**Length:** 35 - 45 minutes

**Activity:** Partner

**Materials:** DiSC® Selling Interaction Guides

## PRACTICE ADAPTING YOUR STYLE TO ALL TYPES OF CUSTOMERS

### Goals:

Participants will:

- Recognize the different approaches needed to sell effectively to all four DiSC® styles.
- Practice adapting to different customer styles.

### Activity Description:

Participants role play adapting their selling approach to all four DiSC styles. They get feedback from their partners about how they can improve their selling effectiveness with each type of customer.

**Length:** 40 - 45 minutes

**Activity:** Individual & Partner

**Materials:** DiSC Selling Interaction Guides

## RECOGNIZING THE GAPS BETWEEN YOU AND A KEY CUSTOMER

### Goals:

Participants will:

- Identify the DiSC® style of a key customer.
- Explore differences and similarities between their styles and those of their key customers.
- Practice adapting to the styles of their key customers.

### Activity Description:

Participants identify their key customers. Using the DiSC Selling Interaction Guide, they work through the DiSC model to pinpoint the key customer's style. Participants compare their own preferences in four areas of communication with those of the key customer. With a partner, participants discuss the similarities and differences between them and their key customers, then role play situations critical to their selling success with these customers. Finally, they create action plans for selling more effectively in those sales relationships.

**Length:** 10 - 15 minutes

**Activity:** Individual

## CONCLUSION TO DISC®-POWERED SELLING

### Goals:

Participants will:

- Review the session goals and key concepts explored in the session.

### Activity Description:

Participants review the key concepts of:

- Differing needs of customers require different communication approaches.
- They must adapt their selling style to effectively meet customer needs.
- The importance of recognizing the gaps between what key customers want and what participants naturally do in their selling approach.