

# ***DiSC<sup>®</sup>-Powered Selling***

**Prepared exclusively for:**

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This Participant Workbook provided by:

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## Welcome to DiSC<sup>®</sup>-Powered Selling

*No two customers are exactly alike, so we cannot treat every sales opportunity in the same way. To succeed when selling, we must understand different customer preferences, and we must adapt to meet their needs.*

Notes:

## Session Goal

Our goal is to understand our selling tendencies and our customers needs so that we can adapt when needed for better results. In this way we can

- Identify and adapt to the differences in customers
- Reduce the likelihood of miscommunication and lost sales
- Develop positive relationships with all types of customers

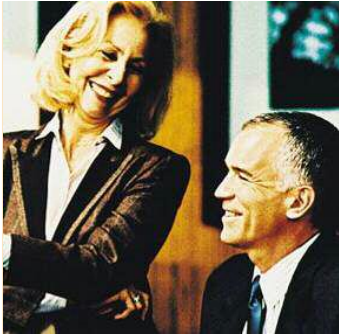
Notes:

## The Process

The DiSC® Learning Model will inform each step of today's process.

- Discover the needs and preferences of customers with different styles.
- Explore what works and what doesn't when communicating.
- Practice adapting to all four customer styles.
- Recognize how much we need to adapt to a key customer.

Notes:



## Icebreaker: Identifying Your Selling Approach

### Goals

- Introduce yourself and your basic approach to selling.
- Discover the similarities and differences among selling styles.

*As salespeople, we probably all have different “tricks of the trade” that we use during customer interactions. However, when it comes to the way we approach customer relationships, we can condense all of that variation into four basic approaches.*

Notes:

## Selling Approach



**Supportive, Cooperative:**

Asking in a calm, accepting manner. Expecting the buyer to progress steadily toward a decision as the relationship develops.



**Expressive, Relationship:**

Telling in an expressive, accepting manner. Expecting the buyer to be quickly influenced by the relationship.



**Analytical, Deliberative:**

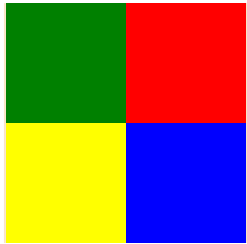
Asking in a controlled, logical manner. Expecting the buyer to decide after all the facts are available and results have been projected.



**Direct, Results-Oriented:**

Telling in a strong, direct manner. Expecting the buyer to quickly decide based upon key data and perceived benefits and results.

Notes:



## Getting Familiar with Your DiSC® Style

### Goals

- Discover your DiSC® style.
- Understand the characteristics of your highest DiSC dimension.

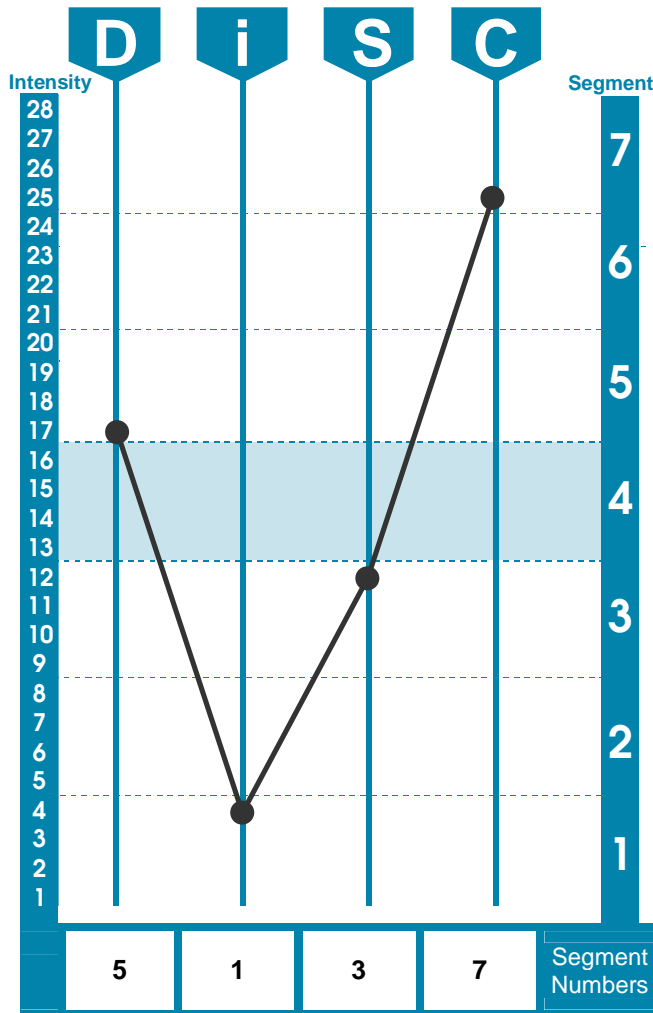
*If you're like most people, you have many different interpretations of yourself. There are a lot of ways to look at ourselves, some which are more useful than others in helping us develop successful business relationships. The DiSC® model can help us find out more about what makes us tick and how we relate to others.*

Notes:

## Your DiSC<sup>®</sup> Graph

This is your DiSC<sup>®</sup> graph, which shows your scores on each of the DiSC dimensions based on your prework. The highest point on this graph represents your primary DiSC style. You may have more than one primary style.

The exact combination of your DiSC scores offers insight into your behavior.



- D Active & Questioning**  
Fast-paced, assertive, and results-oriented
- i Active & Accepting**  
People-focused, enthusiastic, and sociable
- S Thoughtful & Accepting**  
Accommodating, patient, and even-tempered
- C Thoughtful & Questioning**  
Private, analytical, and logic-focused

## Your Highest DiSC® Dimensions

This is an overview of your primary DiSC® style or styles. Personalize your feedback by putting a [✓] checkmark next to things that are like you, an [X] by things that are not like you, and a [?] question mark next to things that you aren't sure about.

Payton, you are high in the Conscientiousness dimension. As a result, you most likely work steadily within the existing circumstances to ensure quality and accuracy.

Those who are strong in Conscientiousness (“high C’s”) like to be precise and keep their focus on key details while working in an environment that values quality and accuracy. High C’s like to be accurate and orderly, and they make decisions in an analytical way. They prefer to control factors that affect their performance and seek opportunities to demonstrate their expertise. They also like to be recognized for their skills and accomplishments.

High C’s tend to be analytical thinkers who relish asking, “Why?” It’s probably important for them to understand the parameters of a problem before they tackle it. Once the task is clear, people who are high in Conscientiousness tend to use a systematic approach to solve the problem. In all likelihood, their goal is to achieve superior results.

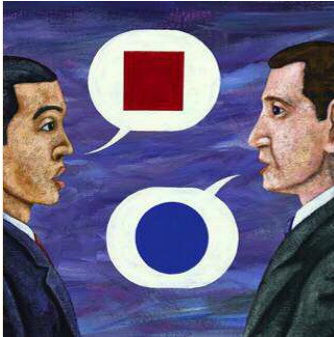
Clearly defined performance expectations are critical for high C’s, so they may try to avoid surprises and request specific feedback on how they are doing. They may also crave a work atmosphere that is reserved and businesslike, and that gives them the time to do the careful planning that they prefer.

When working with others, those high in Conscientiousness tend to be diplomatic and use an indirect approach to avoid conflict. Developing a higher tolerance for dissension could make them more effective. They may also find it helpful to have colleagues who are able to initiate and facilitate discussions, and to state controversial opinions.

High C’s often want to assure the accuracy of their work. In a fast-paced environment, however, their focus on maintaining such high standards can backfire. In this case, they may need colleagues who can provide quick decisions.

Because those high in Conscientiousness tend to adhere strictly to rules, they may be hampered when compromises become important to a successful outcome. They may benefit from working with those who view policies and procedures as guidelines rather than edicts.

High C’s tend to put a premium on accuracy, so they may often become overly critical when assessing co-workers. They may also be hesitant to delegate important tasks. It may help them to learn to respect others’ personal worth as much as their accomplishments, thereby encouraging an atmosphere of teamwork.



## Introduction to Different Customer Needs

### Goals

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

*Does every buyer need to have a warm, fuzzy feeling about you personally? Or does every customer just need to be convinced, through a careful listing of facts and specifications, that your product is the best? Are both of these ideas true? Or neither?*

*As we'll discover, much depends on the customer's DiSC® style. Different people have different buying preferences.*

Notes:

## Buying Preferences

How do you like to be approached?

What is most important to you as a buyer?

What would drive you away from making a purchase?

## Buying Styles

**D**

**i**

**S**

**C**



## Communicating with the Four DiSC<sup>®</sup> Buying Styles

### Goals

- 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.

*It's important to keep in mind that customers have different goals, fears, motivations, and ways of seeing the world. Their preferences may or may not line up with our own.*

*Understanding their different needs and adjusting our communication appropriately is the best way to build the trust needed to gain commitment for the sale.*

Notes:

## Signs of Ineffective Communication

How do you know when your communication is unproductive or ineffective with a customer?

What are some of the outcomes?

Notes:

## Ineffective Selling to a “D”

Notes about the meeting between Patrick and Ann:

How did Patrick perceive Ann’s communication during the meeting?



**Ann**



**Patrick**

[Empty text box for notes on Patrick's perception of Ann's communication]

What did Ann do that was ineffective?

[Empty text box for notes on Ann's ineffective communication]

Notes:

[Empty text box for general notes]

## Communicating with “D” Customers

Because you are high in C (Conscientiousness), there are certain aspects of this sales relationship that will probably come very naturally to you.

- Because they dislike wasting time, most high-D customers will respond well to your down-to-business approach.
- High-D customers may appreciate if you save them time by quickly summarizing the relevant research on a topic.
- If you can demonstrate your competence and knowledge, these customers may be happy to delegate responsibility to you through the sale.
- High D customers will respect your reliance on logic.

In other respects, however, your high-C style may cause problems when selling to high-D customers.

- High-D customers may get impatient if you present information in a detailed, methodical manner.
- These customers may get frustrated if you give complex, in-depth answers when they are just looking for a simple response.
- Because these customers tend to be intense and aggressive, they may feel that your approach lacks energy or force.

Strategies to consider:

- Provide them with plenty of options and input.
- Get to the point.
- Create more of an urgent, quick pace.
- Show a desire to help them get immediate, bottom-line results.
- Gain respect by being confident and no-nonsense.
- Be direct and frank when appropriate.
- Show respect for their authority.
- Ensure that they feel some control in the decision-making process.
- Don't get bogged down in the details.
- Provide concise summaries rather than thorough information.

Notes:

## Ineffective Selling to an “i”

Notes about the meeting between Carolyn and Brian:

How did Carolyn perceive Brian’s communication during the meeting?



**Brian**



**Carolyn**

What did Brian do that was ineffective?

Notes:

## Communicating with “i” Customers

There may be certain aspects of this sales relationship that will probably come very naturally to you because you are high in C (Conscientiousness).

- Because they may not want to do the research themselves, high-i customers may regard you as a great resource for reliable, well-documented information
- Your emphasis on logic may help them address issues that might otherwise have been ignored.

On the other hand, your high-C style also may cause problems when selling to high-i customers.

- Because high-i customers tend to be enthusiastic and sociable, they may feel that your approach is a little distant, cold, or unexpressive.
- These customers may get bored or restless if you take them through a detailed, logical analysis.
- You may incorrectly assume that these customers care as much about quality as you do.
- Because you strive to be thorough and accurate, you may provide more complex answers than these customers want.
- High-i customers often respond to more emotion and energy than you may naturally give off.
- You may underestimate how often these customers make decisions based on their gut feelings rather than on pure logic.
- These customers may want more socializing and personal connection than you offer.

Strategies to consider:

- Use a friendly, upbeat approach.
- Whenever possible, let them be the center of attention.
- Communicate enthusiasm and new possibilities.
- Ask casual, open-ended questions that give them time to talk and tell their stories.
- When appropriate, share personal stories or anecdotes.
- Show empathy and reassurance when they express frustrations, doubts, or difficulties.
- Provide testimonials of others' success.
- Look for way to capitalize on their natural optimism.
- Provide concise summaries rather than detailed information.
- Find ways to let them know that you care about them as a person, not just a customer.

Notes:

## Ineffective Selling to an “S”

Notes about the meeting between Ansa and Brian:

How did Ansa perceive Brian’s communication during the meeting?



**Brian**



**Ansa**

What did Brian do that was ineffective?

Notes:

## Communicating with “S” Customers

Your high-C (Conscientiousness) style may give you a distinct advantage in certain aspects of this sales relationship.

- Because you have a rational and controlled style, most high-S customers will regard you as reliable and stable.
- Most high-S customers will appreciate the time you take to present your logic in a careful, systematic manner.
- Because you have a low-pressure approach, these customers will feel they have the space to think about their decisions.

In other respects, however, your high-C style may cause problems when selling to high-S customers.

- Some high-S customers may feel that your sales approach is a little detached or impersonal.
- You may become frustrated if these customers are still indecisive after you have reviewed all of the logical reasons to buy.
- These customers may want a little more empathic reassurance than you are naturally inclined to give.

Strategies to consider:

- Be informal, casual, and low pressure when appropriate.
- Show warmth and sincerity.
- Give them some space to get comfortable with a decision, without giving them so much time that they never commit to a decision.
- Present information in a methodical, step-by-step manner.
- Give them the details and documentation they need.
- Emphasize the stability and predictability of your offering.
- Use examples from the past.
- Provide concrete demonstrations when appropriate.
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security.
- Because they may be hesitant to tell you their real concerns, take time to probe their doubts.

Notes:

## Ineffective Selling to a “C

Notes about the meeting between Aditi and Ann:

How did Aditi perceive Ann’s communication during the meeting?



**Ann**



**Aditi**

What did Ann do that was ineffective?

Notes:

## Communicating with “C” Customers

Because you share a high-C (Conscientiousness) style with these customers, you may have a distinct advantage in certain aspects of this sales relationship.

- High-C customers will appreciate that you have a factual, businesslike approach that does not invade their space or manipulate them with a lot of small talk.
- Most of these customers will respect your use of logic rather than emotion to draw your conclusions.
- If you use a methodical and thorough presentation, these customers will often feel that they have enough details to make an informed decision.
- High-C customers will appreciate that you give them time to analyze a decision.
- These customers will respect your high standards for quality and accuracy.

On the other hand, your high-C style also may cause problems when selling to high-C customers.

- Because high-C customers can get bogged down in analysis, your low-pressure style may prolong the closing of the sale.
- Even though your sales relationship with these customers may be respectful and agreeable, there may be a lack of action and initiative.

Strategies to consider:

- If you make a claim, be prepared to offer proof to back it up.
- Keep the small-talk to a minimum.
- Use a factual, somewhat unemotional approach.
- Present information methodically, clearly, and logically.
- Because these customers want thorough information when making a decision, have as many details, data, and facts at your fingertips as possible.
- Give them the chance to show their competence and knowledge.
- Earn their trust and respect by showing them that you are competent and knowledgeable.
- Provide the logic, reasoning, and details behind your suggestions or conclusions.
- Give them space to analyze and reflect on the information you're presenting.
- Demonstrate that you have high standards for quality.

Notes:



## Practice Adapting to All Types of Customers

### Goals

- Recognize different approaches needed to sell effectively to all four DiSC<sup>®</sup> styles.
- Practice adapting to different customer styles.

*Customers vary in matters of need, value, and trust. We must be willing to adapt our style to accommodate that variation in order to be effective in every sales interaction.*

Notes:

## Practice Adapting

Use the DiSC® customer style tips below to role play each type of customer:

<b>D - Dominance</b>	<b>i - Influence</b>
<ul style="list-style-type: none"> <li>▪ Look for immediate results</li> <li>▪ Show impatience for too many details</li> <li>▪ Be direct, even blunt with questions and concerns</li> <li>▪ Be quick to make decisions and respond</li> <li>▪ Speak with a faster pace</li> <li>▪ Ask questions about the bottom line</li> </ul> <p>Notes:</p>	<ul style="list-style-type: none"> <li>▪ Talk about yourself and your experiences</li> <li>▪ Show little interest in too many details</li> <li>▪ Ask how the product/service will affect other people</li> <li>▪ Act in an energetic, enthusiastic way</li> <li>▪ Be warm and friendly</li> <li>▪ Speak with a faster pace</li> <li>▪ Show optimism</li> <li>▪ Look for recognition</li> </ul> <p>Notes:</p>
<b>C - Conscientiousness</b>	<b>S - Steadiness</b>
<ul style="list-style-type: none"> <li>▪ Be analytical and reflective, but somewhat detached and skeptical</li> <li>▪ Be focused on quality and detailed information</li> <li>▪ Be methodical in your questions and decision making</li> <li>▪ Speak with a slower pace</li> <li>▪ Ask for evidence to back up claims</li> </ul> <p>Notes:</p>	<ul style="list-style-type: none"> <li>▪ Be more of a listener than a talker</li> <li>▪ Show indecisiveness and reluctance to change</li> <li>▪ Be focused on procedures for doing things</li> <li>▪ Ask questions for clarification</li> <li>▪ Speak with a slower pace</li> <li>▪ Ask questions about dependability and stability</li> <li>▪ Look for reassurance</li> <li>▪ Be warm and sincere</li> </ul> <p>Notes:</p>

## Skill Practice Review

What might have the greatest effect on your success in selling to each DiSC® style?

**D**

**i**

**S**

**C**



## Recognizing the Gaps Between You and a Key Customer

### Goals

- Identify the DiSC<sup>®</sup> style of a key customer.
- Explore differences and similarities between your style and that of the key customer.
- Practice adapting to the style of this customer.

*We can usually tell quite a bit about people by simply observing their behavior. We can be more effective if we take this knowledge and use it to adapt our own selling behavior to meet their needs.*

Notes:

## Your Key Customer's Style

Think about your current sales goal. Select a key customer who you will need to succeed with to achieve this goal. Write his or her name below.

**Key Customer Name:** \_\_\_\_\_

Think about a specific situation related to your sales goal that involves interacting with this key customer. In the space that follows, identify your focus situation.

The DiSC<sup>®</sup> style that best corresponds with your key customer:

Notes:



## Exploring Gaps and Similarities

How are you most similar to your customer? Give an example of when this similarity was evident.

What is the greatest gap between you and your customer? Give an example of when this difference was apparent.

If you share the same style as your customer, what other challenges might arise because of this similarity? Give an example.

Notes:

## Practice Adapting to Your Customer

Use the DiSC® customer style tips below to role play a key customer:

D – Dominance	i – Influence
<ul style="list-style-type: none"> <li>▪ Look for immediate results</li> <li>▪ Show impatience for too many details</li> <li>▪ Be direct, even blunt with questions and concerns</li> <li>▪ Be quick to make decisions and respond</li> <li>▪ Speak with a faster pace</li> <li>▪ Ask questions about the bottom line</li> </ul> <p data-bbox="203 741 284 768">Notes:</p>	<ul style="list-style-type: none"> <li>▪ Talk about yourself and your experiences</li> <li>▪ Show little interest in too many details</li> <li>▪ Ask how the product/service will affect other people</li> <li>▪ Act in an energetic, enthusiastic way</li> <li>▪ Be warm and friendly</li> <li>▪ Speak with a faster pace</li> <li>▪ Show optimism</li> <li>▪ Look for recognition</li> </ul> <p data-bbox="873 741 954 768">Notes:</p>
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## Action Plan for Adapting

List two or three concrete actions you can take to improve how you sell to this customer:

Notes:



## Conclusion to DiSC<sup>®</sup>-Powered Selling

*Establishing a strong relationship with a customer can be done in different ways. But the result should be the same: a customer who is more receptive to your presentation.*

Notes:

## Customer Buying Styles

What does each style of customer want from sales professionals?

**D**

**i**

**S**

**C**

Notes:

## Bridging Gaps with Our Customers

Did adapting seem more difficult with some style than others? Why?

Did you experience difficulty selling to your own style? Why?

Where did you find the greatest gap between what your key customers want and your natural style of communicating?

How can you adapt to bridge this gap?

## Thank you!

What I Want to Remember:

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