




**Session Goal and Process**

-  Discover **different** customer **needs and preferences**
-  Explore how to **communicate** with each customer **style**
-  Practice **adapting** your selling **approach**
-  Create **action plans** to apply our new **skills**

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**Leader's Guide**

**Session Goal and Process**

Our goal is to understand how our selling tendencies compare with our customers' needs so that we can adapt our style to meet theirs.

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

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

- Discover the needs and preferences of customers with different styles
- Explain how to effectively communicate with each of the different DiSC® styles
- Practice the skills required to adapt our approach to all four customer styles and to actual key customers
- Create action plans to apply our new skills

My personal goals for this session:

Payton Jones 2

**Participant Workbook**

**NOTE TO FACILITATOR:**

Begin the session by introducing yourself and addressing session logistics such as bathroom locations, respectful operating practices, break times, and parking lot for questions.

**SAY:**

- [✓] 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
  - [✓] Identify and adapt to the differences in customers
  - [✓] Reduce the likelihood of miscommunication and lost sales
  - [✓] Develop positive relationships with all types of customers
- The goal of this program is to help you understand how your own selling tendencies compare with your customers' needs [✓] so that you can adapt your style for better results.
- Of course, there are different ways to do this, but we're going to be using a proven method called the DiSC® Learning Model.

**SAY:**

After we are introduced to this model, it will inform each step of today's process.

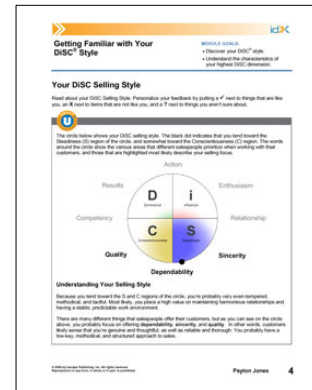
- [✓] First, we will discover the needs and preferences of customers with different styles.
- [✓] Then, we will explore how to effectively communicate with each of the different DiSC styles.
- [✓] Next, we'll practice the skills required to adapt our approach to all four customer styles and to actual key customers.
- [✓] Finally, we will spend some time creating action plans to apply our new skills.

**TRANSITION:**

So let's get started by getting to know each other a little better.



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## Getting Familiar with Your DiSC® Selling Style

### SAY:

- [✓] If you're like most people, you have many different interpretations of yourself. Maybe you're an extrovert or a serious person or a thrill seeker or a baseball fan. There are a lot of ways to look at yourself, some of which are more useful than others in helping us develop successful selling relationships.
- [✓] To find out more about what makes us tick, we're going to use the DiSC® model. The great advantage of this system is that it gives us context. We'll learn not only about our selling styles, but how we relate to customers.
- Your feedback about your DiSC selling style and your position on the DiSC circle are the results of your responses to the prework that you completed before this session. Because the position of your dot on the circle is based on your responses, the dots of those around you are most likely positioned differently than yours.
- The words highlighted around the circle show the areas that you tend to prioritize when selling.

### INSTRUCT:

- [✓] Read your individualized feedback about your DiSC selling style.
- Personalize the description 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.

*Allow 1–2 minutes for participants to read and personalize their feedback.*



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## Communicating with the Four DiSC® Buying Styles

### SAY:

- [✓] It's important to remember that customers have different goals, fears, motivations, and ways of seeing the world. Their preferences may or may not line up with our own.
- While customers' communication styles may be different from ours, we have nothing to gain by considering our preferences as "right" and theirs as "wrong."
- Understanding their different needs and adjusting our communication appropriately is the only way to build the trust needed to gain commitment for the sale.

### ASK:

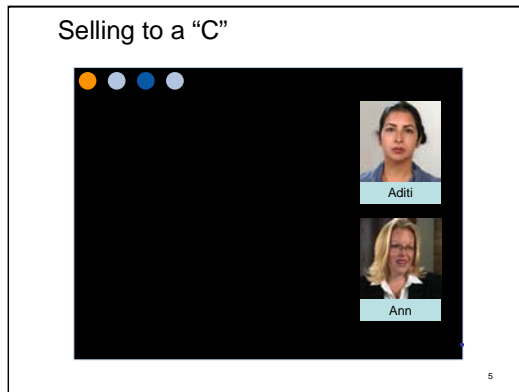
[✓] How do you know when your communication is unproductive or ineffective with a customer? What are some of the outcomes?

*Wait for participants to respond. Listen for answers like*

- *They don't seem to want to make time to meet with me.*
- *They act suspicious or standoffish.*
- *I don't make the sale.*

### SAY:

- Obviously, it can be frustrating when communication doesn't get the intended results. It's also frustrating for others if we don't take their needs into account when we're interacting with them.
- We're going to watch video segments featuring two salespeople, Ann and Brian, and various customers who represent each of the DiSC® styles. We'll discuss after each interaction.



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**INSTRUCT:**

- [👂] This final segment shows a meeting between Aditi, who has the Conscientiousness style, and Ann.
- As you watch them interact, take notes in your workbook about Aditi's perceptions of Ann's communication during the meeting, and identify any specific behaviors or communication techniques that Ann uses that are ineffective.

[👂] Video segment ***“Ineffective Selling to a ‘C.’”***

**ASK:**

[👂] How did Aditi perceive Ann's communication during the meeting?

*Listen for: she saw Ann as overly enthusiastic and emotional, she thought Ann was insincere and manipulative, avoiding details that she needed.*

**ASK:**

[👂] Given Aditi's style, what was Ann doing that was ineffective?

*Listen for: she spent too much time on unrelated small talk, avoided precise answers regarding how much it will add to installation time, used generalizations.*

**SAY:**

Now we will learn more about how to communicate when selling to a “C,” and we'll see an example of a more effective interaction between these two characters.

[👂] Video segment ***“Communicating with ‘C’ Customers.”***

**ASK:**

[👂] How did Ann adapt her behavior to communicate more effectively with Aditi?

*Listen for: she got right down to business, offered to go through the details to ensure accuracy, provided a detailed comparison report, worked to provide a precise answer regarding installation time.*

Communicating with “C” Customers

Read and **personalize** your feedback

Choose **strategies** for selling to the **C - Conscientiousness** style

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Communicating with the Four DiSC® Buying Styles

Communicating with “C” Customers

Read the information below about how you communicate with “C” customers. Personalize your feedback by adding a “✓” next to things that are the ones, an “X” next to things that are not the you, and a “?” next to things you aren’t sure about. Then, add a “\*” next to the strategies that you think will have the greatest impact on your ability to communicate with the “C” customer style.

**Your Strengths When Communicating with “C” Customers**

- High “C” customers will appreciate your willingness to answer detailed and thorough information.
- These customers will like that you give them time to analyze information.
- High “C” customers will expect you to have standards for quality and quantity.
- These customers will expect you to have a “number” or “percentage” of something. These customers will probably respond to an “X” or “no” and not “yes”.
- High “C” customers will appreciate that you respect their privacy and want to hear their story.

**Your Challenges When Communicating with “C” Customers**

- Because high “C” customers can be highly critical in analysis, your first priority may be making the strength of the sale.
- It is not unusual for high-pressure salesmen to be the least likely to have a sale.

**Strategies to Consider**

- If you are a salesperson, be prepared to offer your best “if-then”.
- Let the customer to see and feel control of the sale.
- Present information in a clear, logical, and specific.
- Present information in a clear, logical, and specific.
- Present the right numbers, and make certain your percentages are correct.
- Give them time to analyze, and reflect upon the value of your service.
- Don’t depend too heavily on emotional appeals. They may be interpreted as manipulative.
- Communicate that you have high standards for quality.

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**INSTRUCT:**

- [✓] Now let’s have you read your individualized feedback about what you need to consider when communicating with “C” customers.
- Personalize the description with checkmarks, Xs, and question marks.

*Give participants 2–3 minutes to read and personalize their feedback.*

**INSTRUCT:**


One last time, put stars next to one or two strategies for selling to the Conscientiousness style that you think will have the greatest impact on your selling success.

*Give participants a minute to choose strategies.*

**TRANSITION:**

Now that we have an idea of each style’s communication needs, let’s apply these insights and practice our adaptation skills.

Identifying a Key Customer



- Think of a key **customer** you need for **success**
- Write about a **situation** involving your key customer

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Recognizing the Gaps Between You and a Key Customer

Identifying a Key Customer

Think about your current sales goal. Select a key customer who you will need to succeed with to achieve this goal, and 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 key customer.



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## Recognizing the Gaps Between You and a Key Customer

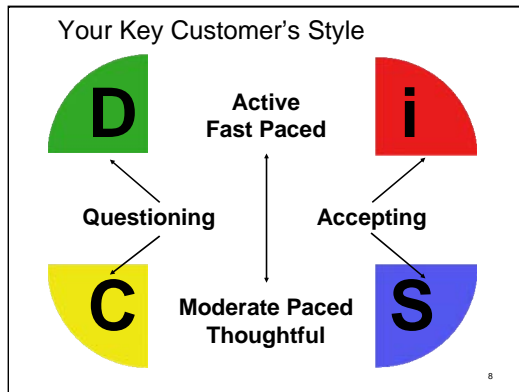
### SAY:

- [✓] Before you came to this session, you completed some prework that identified your DiSC<sup>®</sup> style.
- Obviously, we can't ask our customers to complete an assessment so we can know their styles. However, we can use what we know about their behavior to make an educated guess.
- This kind of "people reading" is an important skill to have when you are trying to adapt and meet your customers' preferences.
- We will use the DiSC Selling Interaction Guide to explore how to work better with a specific customer of yours.

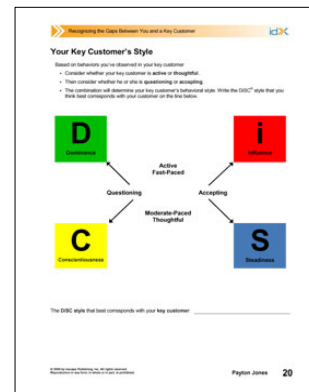
### INSTRUCT:

- [✓] First, I'd like you to think of a key customer you will need to succeed with to achieve a current sales goal.
- [✓] Write down his or her name in your workbook.
- Then, think about a specific situation related to your sales goal that involves interacting with this key customer, and write about it in the space provided.

*Allow the participants a minute to think about their key customers and situations and to write this information in their workbooks.*



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**SAY:**

- [☞] Thinking of your key customer, is he or she more [☞] **Active and Fast Paced** or **Moderate Paced and Thoughtful**?
- If your customer is Active and Fast Paced, he or she may be more assertive and speak more loudly. The other adjectives that describe this tendency are dynamic and bold.
- If your customer is more Moderate Paced and Thoughtful, he or she will likely appear calm and speak more softly. You may also see this person as methodical and careful.
- If your customer is more **Active and Fast Paced**, determine if he or she is more [☞] **Questioning** or **Accepting**. The Questioning customer will likely be results focused, direct, skeptical, and challenging. The Accepting customer will appear enthusiastic, sociable, and people-focused.
- [☞] If you chose more Questioning, your key contributor has a “D” style.
- [☞] If you chose Accepting, he or she has an “i” style.

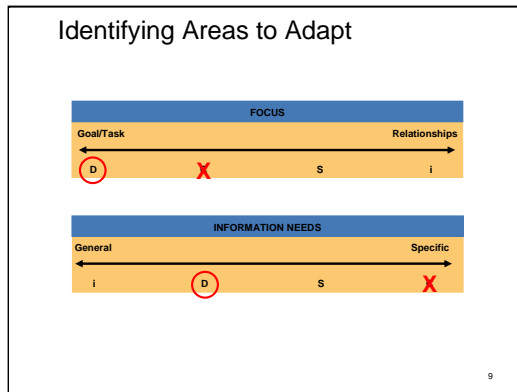
**SAY:**

- [☞] If your customer is more **Moderate Paced and Thoughtful**, ask yourself if he or she is **Questioning** or **Accepting**.
- Does this person seem more analytical, accuracy-focused, logical, and objective, or does he or she seem more patient, empathetic, receptive, and agreeable?
- [☞] If your key customer is more Questioning, he or she has a “C” style.
- [☞] If he or she is more Accepting, your key customer has an “S” style.

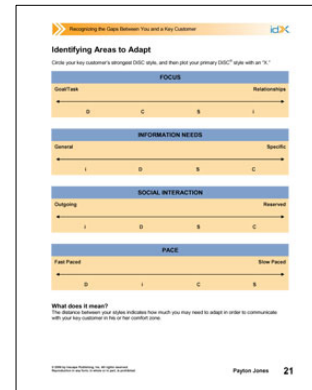
**INSTRUCT:**

[☞] Now, write down in your workbook the DiSC® style you believe best corresponds to your key customer.

*Allow participants to complete the process and write down the style letter.*



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**Participant Workbook**

**SAY:**

- [🗣️] Now we will look at the gaps between you and this customer.
- In your workbook, there are scales that show how different styles compare with one another in critical areas of communication.
- The distance between the DiSC® styles displays the degree of adaptation required to communicate effectively.

**INSTRUCT:**

- [🗣️] Circle your customer's DiSC style on each scale.
- [🗣️] Next, using the information that you know about your own style, plot your primary DiSC style on each of the four scales with an X.

*Give participants about a minute to evaluate the gaps.*

**SAY:**

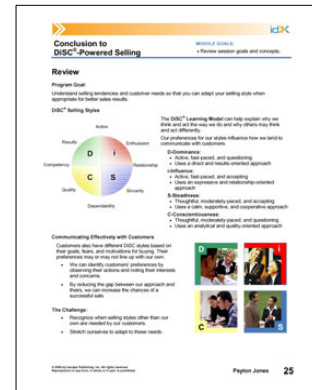
- The distance between your X and the customer's circle indicates the degree to which you need to adapt to communicate with this person in his or her comfort zone.
- If you have the same style as your buyer, you may not need to adapt to communicate comfortably, but you may face other challenges.

**SAY:**

- Now you have a visual indication of how far apart you and your customer are when it comes to effective communication.
- Let's explore these differences and similarities.



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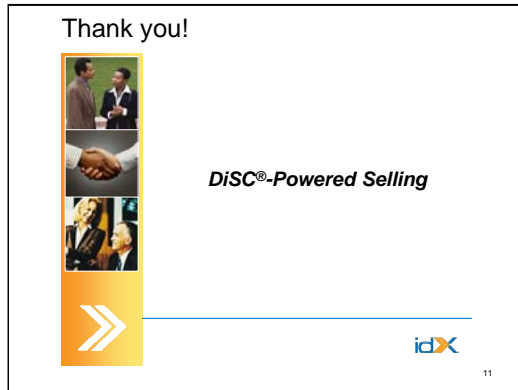
## Conclusion to DiSC®-Powered Selling

### SAY:

- [i] Our goal today was to understand selling tendencies and customers' needs so that you can adapt your selling style when appropriate for better sales results.
- [i] We started by using the DiSC® Learning Model to discover that we each have different selling styles.
- Our preferences for our styles influence how we tend to communicate with customers.
- [i] We discovered that customers also have different buying styles. To be effective with different customers, we must adapt our communication approaches to meet their particular needs and preferences.

### SAY:

- [i] Next, we looked at the needs of each DiSC customer style and spent time practicing the skills involved in adapting to all four buying styles.
- We then explored the gaps that exist between what customers want and what we naturally do.
- We had the opportunity to apply this knowledge to our relationships with key customers and to practice adapting our selling styles to positively influence our sales goals.
- Finally, we created action plans for improving our interactions with key customers for greater sales success.



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**SAY:**

- [☺] Building relationships with customers by adapting to their styles will help you successfully close more sales and have greater opportunities for continued business with them in the future.
- Thank you for a dynamic, engaging session!