

Condensed
Sample Version



DiSC[®]-Powered Selling



Prepared exclusively for:

Payton Jones

Friday, May 11, 2007

This Participant Workbook provided by:

ABC Company Inc
1223 Main St
Collegeville, MN 55426
www.abc-company.com
admin@abc-company.com

(222) 345-6543

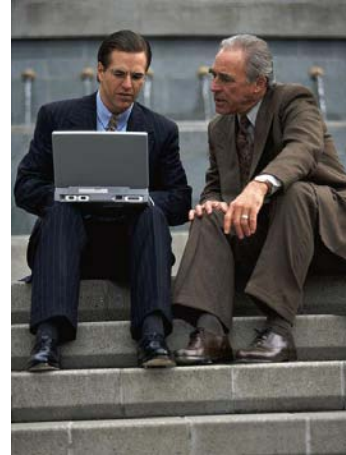


Session Goal and Process

Our goal is to understand how our **selling tendencies** compare with our **customers' needs** so that we can **adapt our styles** 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



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

- **Discover** the needs and preferences of customers with different styles.
- **Explore** 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:

Getting Familiar with Your DiSC® Style

MODULE GOALS:

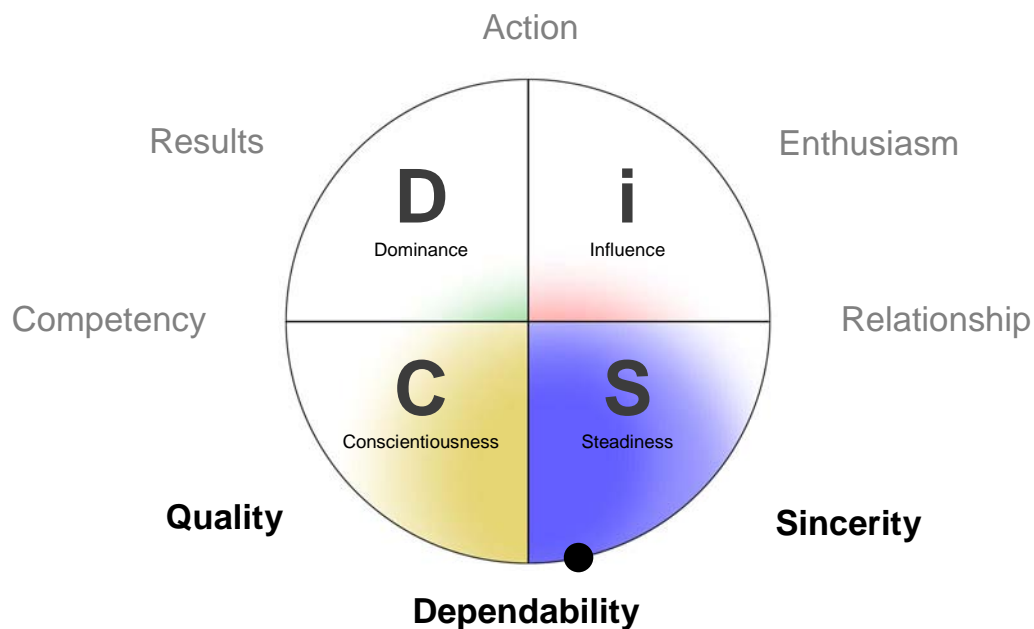
- Discover your DiSC® style.
- Understand the characteristics of your highest DiSC dimension.

Your DiSC Selling Style

Read about your DiSC Selling Style. Personalize your feedback by putting a ✓ next to things that are like you, an X next to items that are not like you, and a ? next to things you aren't sure about.



The circle below shows your DiSC selling style. The black dot indicates that you tend toward the Steadiness (S) region of the circle, and somewhat toward the Conscientiousness (C) region. The words around the circle show the various areas that different salespeople prioritize when working with their customers, and those that are highlighted most likely describe your selling focus.



Understanding Your Selling Style

Because you tend toward the S and C regions of the circle, you're probably very even-tempered, methodical, and tactful. Most likely, you place a high value on maintaining harmonious relationships and having a stable, predictable work environment.

There are many different things that salespeople offer their customers, but as you can see on the circle above, you probably focus on offering **dependability**, **sincerity**, and **quality**. In other words, customers likely sense that you're genuine and thoughtful, as well as reliable and thorough. You probably have a low-key, methodical, and structured approach to sales.



Communicating with the Four DiSC[®] Buying Styles

MODULE 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 customer style.

Signs of Ineffective Communication

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



What are some of the outcomes?



Selling to a “C”

While watching the video segment, take notes about the first meeting between Aditi and Ann.

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



Aditi

What did Ann do that was ineffective?



Ann



A More Effective Meeting

Take notes during the video segment showing a more effective interaction between Aditi and Ann.

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

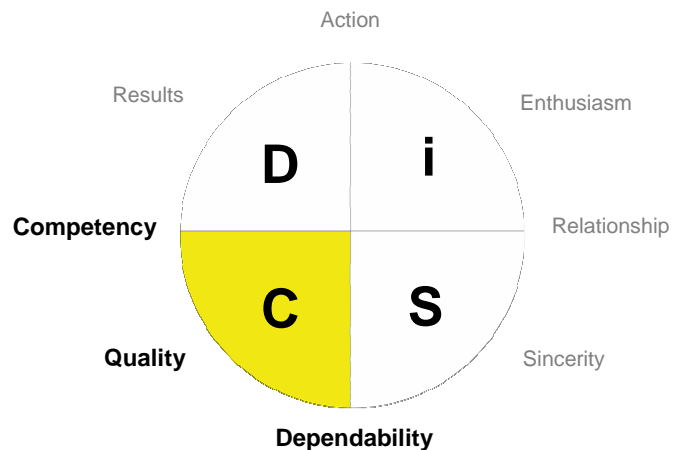
Communicating with “C” Customers

Read the information below about how you communicate with “C” customers. Personalize your feedback by putting a ✓ next to things that are like you, an X next to items that are not like you, and a ? next to things you aren’t sure about. Then, put a ★ next to one or two strategies that you think will have the greatest impact on your selling success with the Conscientiousness style.



High-C (Conscientiousness) customers care about quality and logical solutions. They want to leave emotion out of the discussion, and they trust knowledgeable salespeople who avoid small talk and verify their claims with hard data.

Because you tend toward S (Steadiness) and C (Conscientiousness), your calm and rational approach will likely get a good reception from customers who are also high in C. They value objective facts, so your tendency to analyze options will probably go over well with them. They may appreciate that you’re careful, reflective person who thinks things over.



Your Strengths When Communicating with “C” Customers

- High-C customers will appreciate your willingness to review detailed and thorough information.
- These customers will be comfortable with your low-pressure, methodical sales approach.
- High-C customers will like that you give them space to analyze information.
- These customers will respect your high standards for quality and accuracy.
- Because you are reluctant to sell based on emotion or schmoozing, these customers will probably regard you as sincere and not manipulative.
- Most high-C customers will appreciate that you respect their privacy and work to build trust slowly.

Your Challenges When Communicating with “C” Customers

- Because high-C customers can get bogged down in analysis, your low-pressure style may prolong the closing of the sale.
- You may mistakenly think these customers are not interested if they appear distant or skeptical.
- If you are reluctant to apply pressure, they may take too much time to make a commitment.

Strategies to consider

- If you make a claim, be prepared to offer proof to back it up.
- Limit your tendency to talk and tell personal stories.
- Use a factual, somewhat unemotional approach.
- Present information methodically, clearly, and logically.
- Have as many details, data, and facts at your fingertips as possible.
- Give them the chance to show their competence and knowledge.
- Provide the logic, reasoning, and details behind your suggestions or conclusions.
- Give them space to analyze and reflect upon the information you’re presenting.
- Don’t attempt to be too friendly immediately because it may be interpreted as manipulative.
- Demonstrate that you have high standards for quality.



Recognizing the Gaps Between You and a Key Customer

MODULE GOALS:

- Identify the DiSC[®] 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.

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: _____

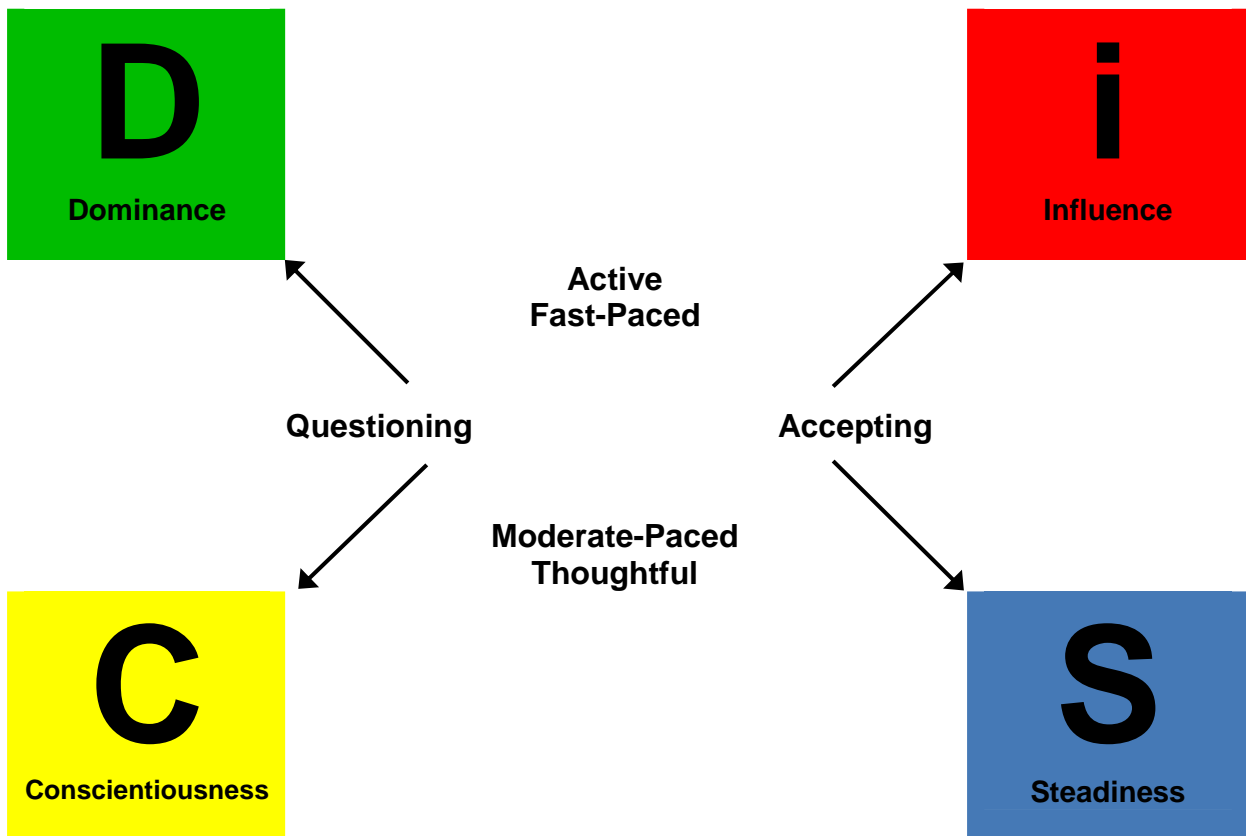
Think about a specific situation related to your sales goal that involves interacting with this key customer. In the space that follows, identify your focus situation.



Your Key Customer's Style

Based on behaviors you've observed in your key customer

- Consider whether your key customer is **active** or **thoughtful**.
- Then consider whether he or she is **questioning** or **accepting**.
- The combination will determine your key customer's behavioral style. Write the DiSC® style that you think best corresponds with your customer on the line below.



The **DiSC style** that best corresponds with your **key customer**: _____

Conclusion to DiSC[®]-Powered Selling

MODULE GOALS:

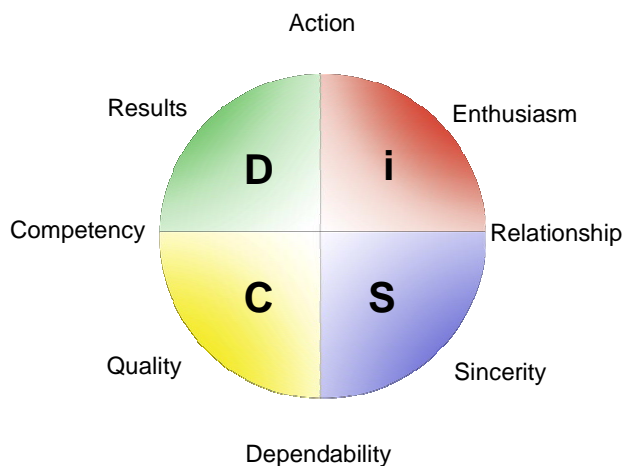
- Review session goals and concepts.

Review

Program Goal:

Understand selling tendencies and customer needs so that you can adapt your selling style when appropriate for better sales results.

DiSC[®] Selling Styles



The **DiSC[®] Learning Model** can help explain why we think and act the way we do and why others may think and act differently.

Our preferences for our styles influence how we tend to communicate with customers.

D-Dominance:

- Active, fast-paced, and questioning
- Uses a direct and results-oriented approach

i-Influence:

- Active, fast-paced, and accepting
- Uses an expressive and relationship-oriented approach

S-Steadiness:

- Thoughtful, moderately-paced, and accepting
- Uses a calm, supportive, and cooperative approach

C-Conscientiousness:

- Thoughtful, moderately-paced, and questioning
- Uses an analytical and quality-oriented approach

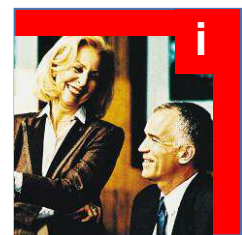
Communicating Effectively with Customers

Customers also have different DiSC styles based on their goals, fears, and motivations for buying. Their preferences may or may not line up with our own.

- We can identify customers' preferences by observing their actions and noting their interests and concerns.
- By reducing the gap between our approach and theirs, we can increase the chances of a successful sale.

The Challenge:

- Recognize when selling styles other than our own are needed by our customers.
- Stretch ourselves to adapt to these needs.





Thank you!

What I Want to Remember:

