



# DiSC<sup>®</sup>-Powered Selling



**Prepared exclusively for:**

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This Participant Workbook provided by:

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## 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:**



# Icebreaker: Identifying Your Selling Approach

## MODULE GOALS:

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

## Selling Approaches

Introduce yourself and tell the group which of the four approaches is most natural for you. Give a brief example of a time when it has worked well for you.



### Supportive, Cooperative:

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



### Expressive, Relationship:

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



### Analytical, Deliberative:

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



### Direct, Results-Oriented:

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

## Getting Familiar with Your DiSC® Style

### MODULE GOALS:

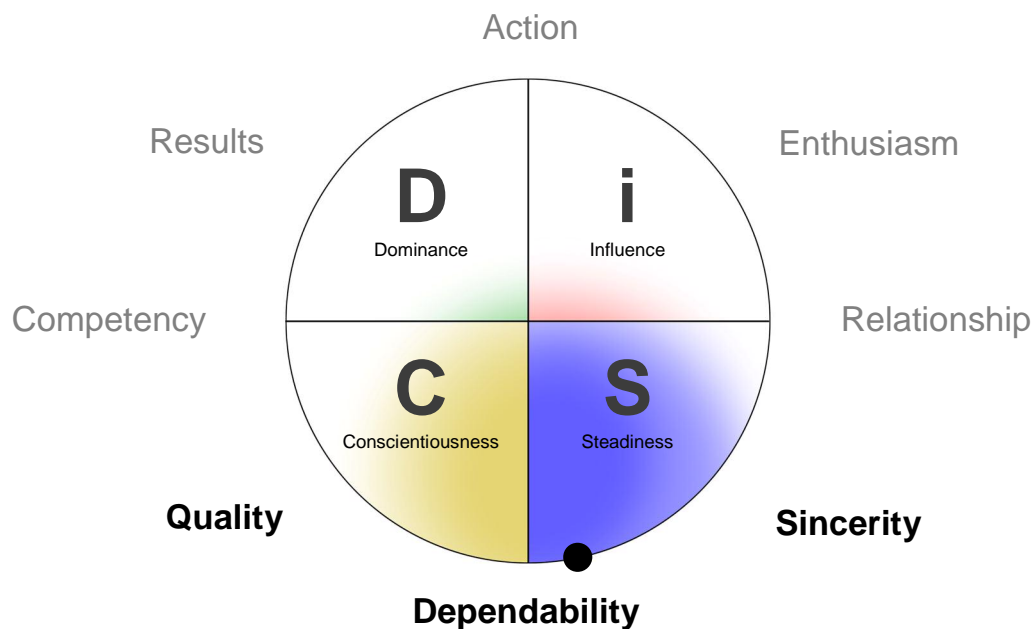
- Discover your DiSC® style.
- Understand the characteristics of your highest DiSC dimension.

## 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.



# Your Selling Strengths and Challenges

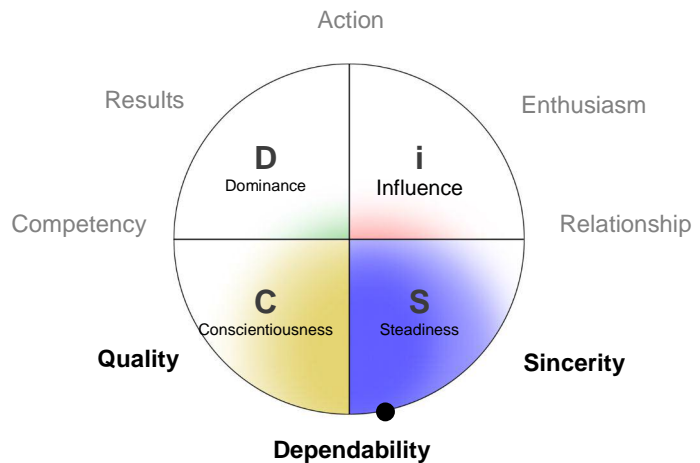
Read about your DiSC® Selling Style. Personalize your feedback by putting a ✓ next to things that are like you, an X next to items that are not like you, and a ? next to things you aren't sure about.



## Your Selling Strengths

Because you tend toward Steadiness and somewhat toward Conscientiousness, you probably take time to build **sincere**, trusting relationships with your customers, reinforcing your commitment to reliability. You likely display a genuine interest in their needs, and you may emphasize that you will not simply make the sale and run. In fact, you may point out your ability to be **dependable** and support your customers even when problems arise.

You probably focus on the high **quality** of your product or service, making sure that customers know what is superior or unique about your offering. At the same time, you may strive to let them reach their own conclusions. In other words, you likely try to let your product speak for itself, and you tend to avoid pushing for a quick answer.



## Your Selling Challenges

If you look at the DiSC circle above, you can see that there are three selling priorities that are on the opposite side of the circle from your dot. Whereas you likely prioritize dependability, quality, and sincerity, you may not focus as much energy on highlighting **action**, **results**, and **enthusiasm**. In other words, you may not show a bold, energetic confidence that you can affect the customer's bottom line and make things happen quickly.

Keep in mind that some customers

- Respond best to salespeople who are passionate about their products or services.
- Care less about details and quality than you do, focusing instead on exciting opportunities.
- Are drawn toward quick action and immediate results.

Although you can probably offer your customers action, results, and enthusiasm, it may not be a priority for you. If you assume that most customers focus primarily on quality and dependability, you may alienate those who respond to inspiration and want bold applications for their business. In such cases,

- Your slower pace may allow them so much space to deliberate that they feel little urgency to buy.
- You may fail to prove how your offering can help their bottom line or get immediate results.
- You may be so low-key that you miss opportunities to get customers excited about your offering.



# Introduction to Different Customer Needs

## MODULE GOALS:

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

## Buying Preferences



How do you like to be approached?

What is most important to you as a customer?



What would prevent you from making a purchase?



## Customer Styles

**D**



**i**



**S**



**C**





# Communicating with the Four DiSC<sup>®</sup> 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.

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## 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 “D”

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

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



Patrick

What did Ann do that was ineffective?



Ann



### A More Effective Meeting

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

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

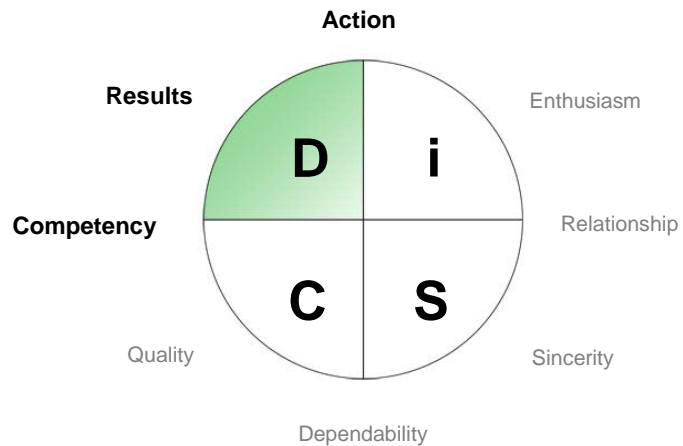
## Communicating with “D” Customers

Read the information below about how you communicate with “D” 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 Dominance style.



High-D (Dominance) customers care about getting bottom-line results and driving toward success. They trust competent, action-oriented salespeople who are confident and get to the point.

Because you tend toward S (Steadiness) and C (Conscientiousness), your mellow and easygoing style could be a mismatch with customers who are high in D. They move quickly and look for decisive action, so your tendency to carefully go over details may strike them as tedious. Furthermore, your preference to discuss long-term dependability may not line up with the high-D person’s focus on immediate results.



### Your Strengths When Communicating with “D” Customers

- High-D customers will appreciate that you respect their authority and do not challenge their control.
- Because these customers are often demanding, they may value your accommodating style.
- If you can demonstrate your competence and follow-through, these customers may be happy to delegate responsibility to you.
- High-D customers will likely respect your reliance on logic.

### Your Challenges When Communicating with “D” Customers

- Some high-D customers may interpret your low-key, tactful approach as unconfident or weak.
- Most of these customers get impatient with a methodical, detail-oriented approach to sales.
- They may get frustrated if you give complex, in-depth answers when they want a simple response.
- You may feel attacked or discouraged by their natural bluntness or impatience.
- These customers may want you to be more direct and get to the point more quickly.
- If you ask too many questions, these customers can get frustrated and impatient.

### Strategies to consider

- Provide them with plenty of options and input.
- Limit socializing and small talk.
- Create more of an urgent, rapid 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.
- Give them brief summaries.

## Selling to an “i”

While watching the video segment, take notes about the first meeting between Carolyn and Brian.

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

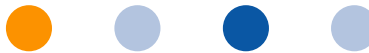


**Carolyn**

What did Brian do that was ineffective?



**Brian**



### A More Effective Meeting

Take notes during the video segment showing a more effective interaction between Carolyn and Brian.

How did Brian adapt his behavior to communicate more effectively with Carolyn?

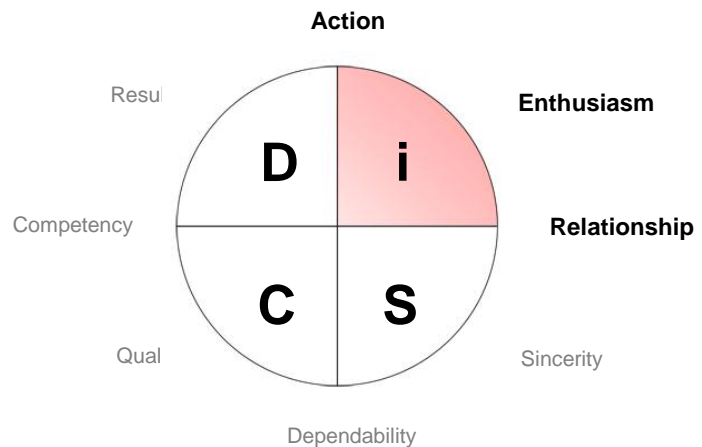
## Communicating with “i” Customers

Read the information below about how you communicate with “i” 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 Influence style.



High-i (Influence) customers care about personal relationships and friendly interactions. They appreciate getting to know the salesperson well, and they trust people who are enthusiastic and optimistic.

Because you tend toward S (Steadiness) and C (Conscientiousness), your laidback and considerate approach will probably appeal somewhat to customers who are high in i. They are interested in sharing their thoughts and feelings, so they’ll likely appreciate that you’re a sincere, patient listener. However, high-i people may find you to be a little aloof if you don’t reciprocate their efforts at socializing.



### Your Strengths When Communicating with “i” Customers

- 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.
- If you ask questions to build rapport, they will enjoy the chance to talk about themselves.
- Your natural willingness to listen will be appreciated by most high-i customers.
- High-i customers will relate to your patient, agreeable style.

### Your Challenges When Communicating with “i” Customers

- High-i customers may feel a lack of energy or enthusiasm in your sales approach.
- 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.
- 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 connections 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.
- Provide concise summaries rather than detailed information.
- Demonstrate how your offering helps other people.
- Find ways to let them know that you care about them as a person, not just as a customer.

## Selling to an “S”

While watching the video segment, take notes about the first meeting between Ansa and Brian.

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

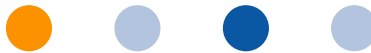


Ansa

What did Brian do that was ineffective?



Brian



### A More Effective Meeting

Take notes during the video segment showing a more effective interaction between Ansa and Brian.

How did Brian adapt his behavior to communicate more effectively with Ansa?

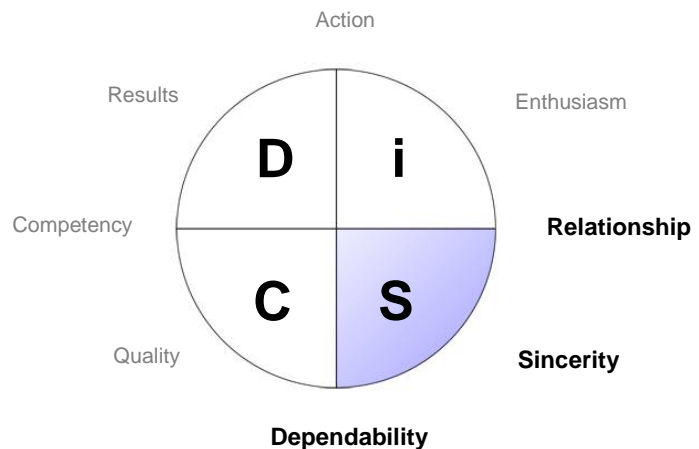
## Communicating with “S” Customers

Read the information below about how you communicate with “S” 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 Steadiness style.



High-S (Steadiness) customers care about stability and predictable outcomes. They appreciate time to consider decisions, and they trust sincere, warm salespeople who present things in a methodical manner and avoid pressuring them.

Because you tend toward S (Steadiness) and C (Conscientiousness), your non-threatening and orderly approach will likely suit customers who are also high in S. They want to carefully go over their options, and they may appreciate that you seldom rush people for quick answers. In addition, your tendency to be accommodating will probably appeal to high-S individuals, who look for sincerity in people.



### Your Strengths When Communicating with “S” Customers

- High-S customers will probably feel very comfortable with your gentle, sincere, and accepting style.
- Your low-pressure approach may give these customers the space to think about their decisions.
- They will value your patience and willingness to explain things in a step-by-step manner.
- Because of your calm, assuring manner, they will likely regard you as stable and trustworthy.

### Your Challenges When Communicating with “S” Customers

- Because they can be indecisive, your low-pressure style may prolong the closing of the sale.
- You and the customer may have difficulty being direct and frank with one another.
- You may get frustrated if these customers are still indecisive after you have reviewed all of the logical reasons to buy.
- Even though your sales relationship with these customers may be trusting and pleasant, there may be a lack of action and initiative.

### Strategies to consider

- Be informal, casual, and low pressure when appropriate.
- Show warmth and sincerity.
- Let them get comfortable with a decision, without giving them so much time that they never commit.
- Present information in a methodical, step-by-step manner.
- Make sure to 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.



## 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?

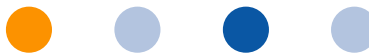


Aditi

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?

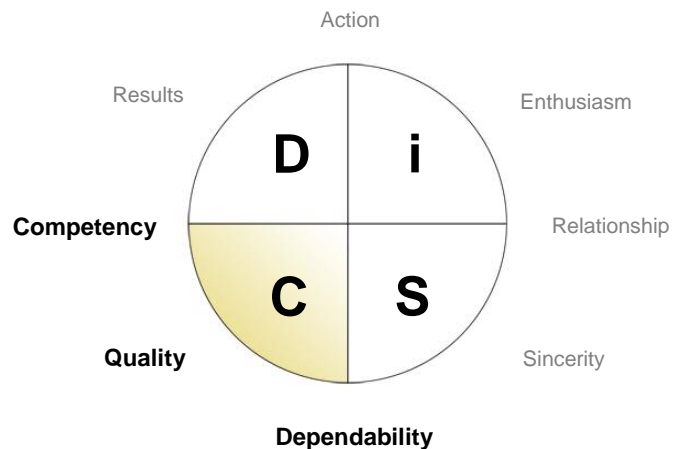
## Communicating with “C” Customers

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.



# Practice Adapting to All Types of Customers

## MODULE GOALS:

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

## Practice Adapting

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

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



## Skill Practice Review

Discuss the role-play experience with your partner.

What was effective in your approach during the role play?

What were your greatest challenges in adapting to this “customer”?

What might have the greatest effect on your success when selling to each DiSC<sup>®</sup> style?

# D

# i

# S

# C



## Recognizing the Gaps Between You and a Key Customer

### MODULE 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.

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## 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:** \_\_\_\_\_

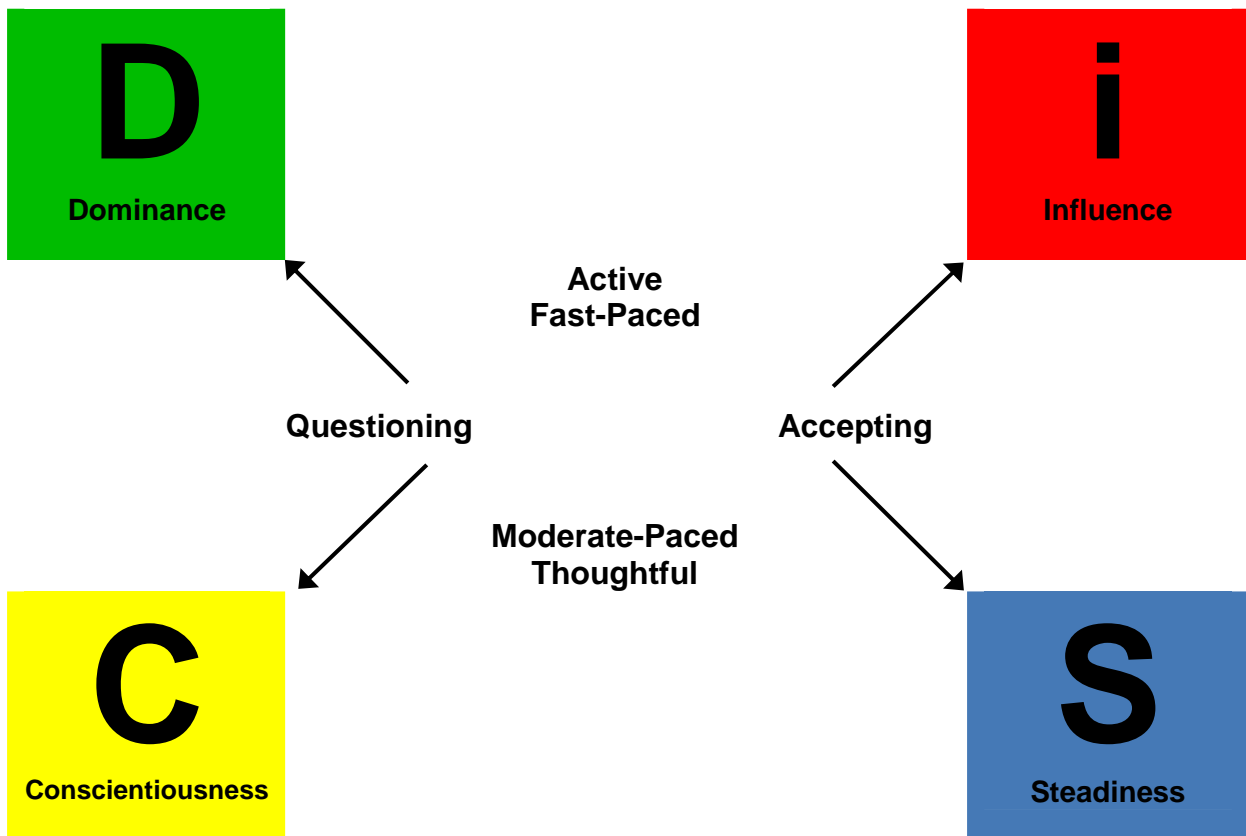
Think about a specific situation related to your sales goal that involves interacting with this key customer. In the space that follows, identify your focus situation.



## 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: \_\_\_\_\_





## 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.





## Practice Adapting to Your Customer

Use the DiSC<sup>®</sup> customer style tips below to role play your partner's key customer.

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

What was effective in your approach during the role play?

What were your greatest challenges in adapting to this "customer"?



## Action Plan for Adapting

Create an action plan for improving in two challenging areas concerning interactions with your key customer.

Challenge #1: \_\_\_\_\_

Challenge #2: \_\_\_\_\_

**Specific Goal Statement:**

**Specific Goal Statement:**

**What actions will you take?**

**What actions will you take?**

**What are your resources?**

**What are your resources?**

**How and when can you practice?**

**How and when can you practice?**

**Who can support or mentor you?**

**Who can support or mentor you?**

**Timing**

**Timing**

# Conclusion to DiSC®-Powered Selling

## MODULE GOALS:

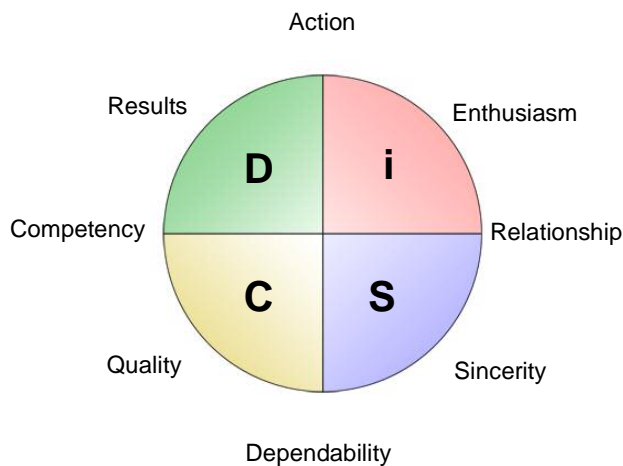
- Review session goals and concepts.

## 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

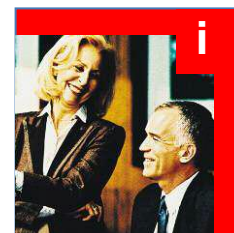
### Communicating Effectively with Customers

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:

