DiSC®
Sales
Action Planner

Increasing Effectiveness in Sales and Service

Respondent Name
Monday, June 27, 2005

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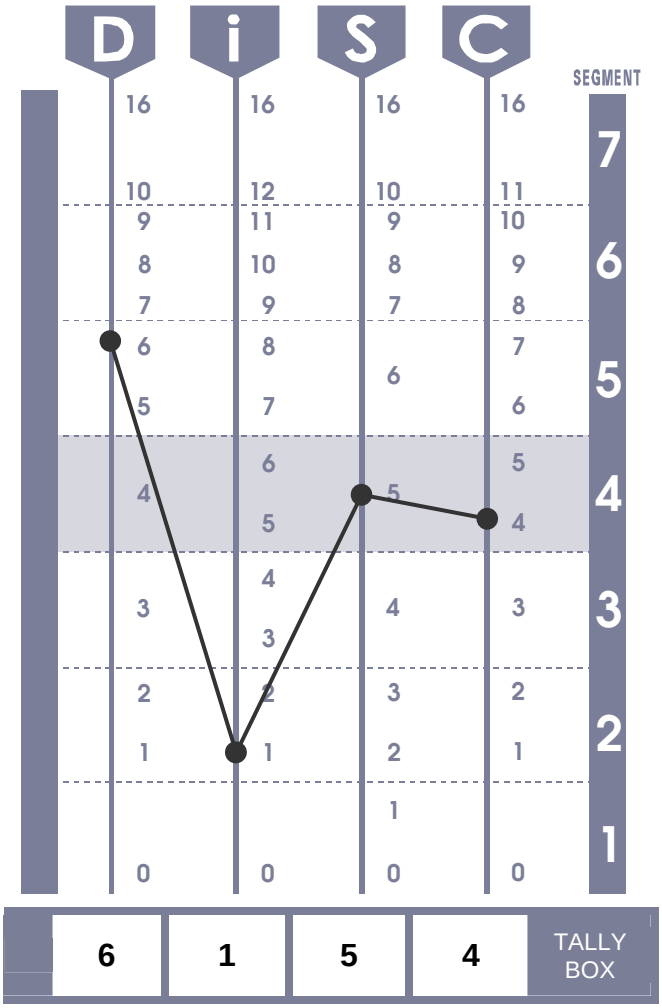
Paul's DiSC® Profile

Below is the DiSC® Graph that shows Paul's behavioral profile as you described him in your focus situation.



PROFILE DETAILS	
First Name:	Paul
Last Name:	McLeod
Gender	Male
Position/Title:	Divisional Merchandise Manager
Organization/Company:	Lowmann Designs
Focus Situation:	Responding to customer complaints

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Behavioral Style Motivation

The chart below provides insight into the goals, fears, basis for buying, and selling strategy for each DiSC® style to help you better understand Paul. His highest DiSC style based on your responses is shown in the shaded box. Refine your understanding of Paul by circling the words you feel best describe him. Then use the space provided to list the benefits of your product or service that will appeal to him, based on his likely DiSC style.

D DOMINANCE

His GOAL Drive	Results; control
His FEAR Drive	Losing control of environment; being taken advantage of
His BASIS FOR BUYING (Decision-Making)	**What** the product or service does for him
General STRATEGY FOR SELLING To Him	Potential results of using the product or service
Your Product/Service's BENEFIT To Him	

i INFLUENCE

His GOAL Drive	People involvement; recognition
His FEAR Drive	Rejection; loss of approval
His BASIS FOR BUYING (Decision-Making)	**Who** is using your product or service (and what they say about it)
General STRATEGY FOR SELLING To Him	The product or service's "appeal to people"
Your Product/Service's BENEFIT To Him	

C CONSCIENTIOUSNESS

His GOAL Drive	Accuracy; order
His FEAR Drive	Criticism of performance; lack of standards
His BASIS FOR BUYING (Decision-Making)	**Why** the product or service is a logical investment for him
General STRATEGY FOR SELLING To Him	"Track record" of the product or service
Your Product/Service's BENEFIT To Him	

S STEADINESS

His GOAL Drive	Security; stability
His FEAR Drive	Sudden change; losing security
His BASIS FOR BUYING (Decision-Making)	**How** the product or service will help stabilize conditions for him
General STRATEGY FOR SELLING To Him	"Support" provided by this product or service
Your Product/Service's BENEFIT To Him	

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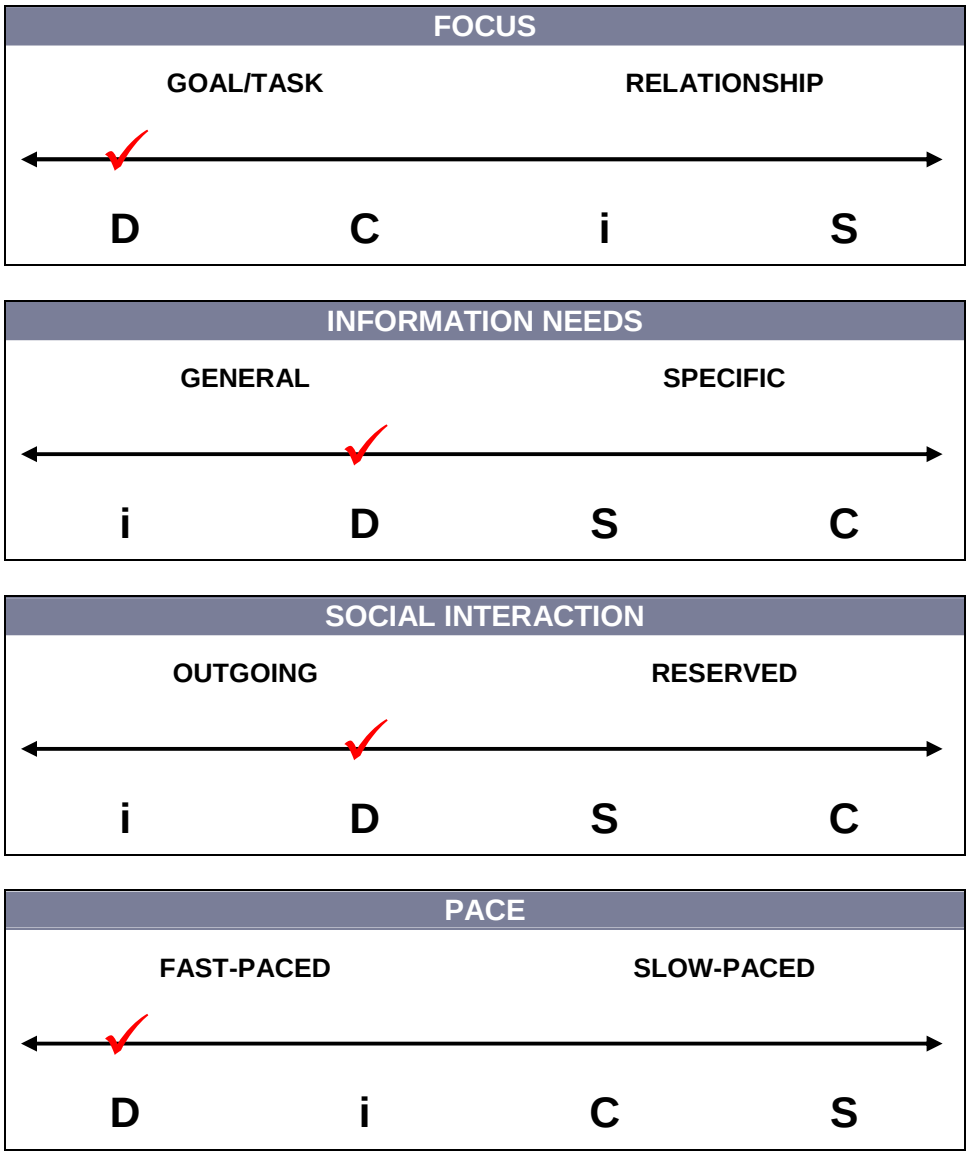
Adaptability to Different Styles

The four pure behavioral styles exist on comparative continuums with each other. The four behavioral tendencies scales illustrate the degree of adaptation that is required for effective communication as they match your response to Paul's behavioral style.

Paul's strongest behavioral style (i.e., highest plotting point) is marked with the ✓ symbol.

If you have completed your own ***DiSC® Profile,*** plot your highest DiSC style on each of the four scales with an "**X**." The degree of difference indicates how much you will need to adapt to communicate with Paul in his comfort zone.



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Suggestions for Interaction

Paul's strongest behavioral style (i.e., highest plotting point), based on your responses, is shown in the shaded column. When developing your **Action Plan** (page 6) for him, review the suggestions provided below for each approach in the sales process.

	STRONGEST			
▼ Process	D Dominance	i Influence	S Steadiness	C Conscientiousness
PLANNING: Focus on –	Goal of control over his environment.	How your product or service increases his influence with and approval by others.	Step-by-step approach for maintaining stability while improving results.	Performance record of your product or service. Be logical, accurate, and specific.
OPENING: To put him at ease –	Limit socializing. Get to the point. Relate to the goal of results.	Be casual and friendly. Relate to his feelings or aspirations.	Be informal and low pressure, but methodical.	Get to business swiftly, but tactfully. Don't invade his "space." Let him be the expert.
INTERVIEWING: Be –	Results-oriented. Focus on questions that surface concerns for desired results. Anticipate WHAT questions.	Enthusiastic. Ask open-ended questions to reveal motivations. Anticipate WHO questions.	Sincere. Focus on questions that demonstrate concern for tasks and relationships. Anticipate HOW questions.	Businesslike. Ask questions that allow him to express knowledge, strategies, and apprehensions. Anticipate WHY questions.
PRESENTING: In features and benefits –	Emphasize efficiency, savings, and profits.	Emphasize how he will save effort and look good to others.	Emphasize how he will maintain a predictable and harmonious environment.	Emphasize the accuracy, logic, and quality of the solution.
RESPONDING TO CONCERNS:	Accept his bluntness. Show your desire to help him achieve added results.	Respond to his feelings or doubts with empathy. Use testimonials of others' success.	Acknowledge his feelings. Offer ongoing support. May need to probe for real concerns.	Respond with information to most pressing questions. Reinforce logic, provide evidence to reassure.
GAINING COMMITMENT:	Provide options. Allow him to make the decision. Make direct close.	Use an upbeat approach. Provide ideas for implementing action. Use assumed close.	Support his decision by providing step-by-step actions. Seek a firm commitment without pushing.	Acknowledge his demand for logical action. Clarify priorities. Use direct close after time for consideration.
SERVICING: He will expect –	Efficiency and delivery as discussed. Follow up with evidence of results.	Actions to spare him effort or complications. Be responsive, informal, and open in your dealings.	Personal attention, availability, and repeated, scheduled follow-up to assure stability.	Specific assurances for reliability. Review periodically, verbally and in writing.

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Sales Action Plan

PLANNING: Given Paul's DiSC style of behavior, what are some things you must make sure you do and avoid doing?

OPENING: How much and what kind of interaction is most appropriate to use with him?

INTERVIEWING: What questions will you ask to confirm his personal and organizational “hot buttons”?

PRESENTING: What are some effective feature and benefit statements you could use that will fit Paul's behavioral preferences?

RESPONDING TO CONCERNS: What are some likely concerns (i.e., objections, fears) he may have and how can you reduce them?

GAINING COMMITMENT: What closing approach is likely to be most effective for gaining a commitment from him?

SERVICING: What service expectations is Paul likely to have and how can you effectively respond?

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Debriefing: After the Meeting

Meeting Date: _____

What did you learn from your meeting? How can you improve your next contact with Paul?

PLANNING: Was Paul's DiSC® style of behavior the same as it was the first time you filled out the profile? If not, what have you now concluded is his actual style?

OPENING: How was the comfort level between you? What changes next time could increase this comfort level for each of you?

INTERVIEWING: What "hot buttons" were discovered? What are some other questions you might ask during your next meeting?

PRESENTING: What features and benefits statements worked out? What are other statements to try out next time?

RESPONDING TO CONCERNS: What were Paul's main concerns? What responses could you make next time that might satisfy these concerns?

GAINING COMMITMENT: Did you try to close with him? If yes, what were the results? What strategy will you use to help Paul decide the next time?

SERVICING: How do Paul's "hot buttons" need to be serviced in your follow-up to this meeting? What results can you build on to expand or strengthen your working relationship with him?

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