

CUSTOMER MAPPING - Close More Sales With A DiSC Sales Map

PROGRAM LENGTH:**One Day****PROGRAM DESCRIPTION:**

Everything DiSC® Sales uses the Inscape DiSC® profile to help salespeople close more sales and build stronger customer relationships.

Participants take their DiSC Sales profile on-line prior to the seminar and receive their DiSC Sales Map to guide them through the sales process.

- Discover your DiSC sales style, priorities, strengths, and challenges
- Recognize and understand the customers' buying styles
- Learn to navigate communication from you to your customers

SECTION I: UNDERSTANDING YOUR DISC SALES STYLE

MODULE 1

Length: 50 minutes

Video: 8 minutes

Activity: Partner & Small Group

Goals:

- Discover the DiSC Sales Map
- Identify the strengths of your DiSC selling style

Activity Description:

Participants list their strengths and challenges, then share personal examples of one strength and one challenge with a partner. A video introduces them to the priorities that characterize each DiSC sales style. Participants then read their own *Everything DiSC Sales Profile* to discover their individual priorities, strengths, and challenges.

MODULE 2

Length: 50 minutes

Activity: Individual & Small Group

Goals:

- Practice what you've learned about your sales priorities
- Reflect on how DiSC can improve your sales interactions

Activity Description:

Participants apply their knowledge of DiSC styles and priorities in a job-interview simulation. In groups of four, they take turns at being interviewers and candidates. Interviewers ask priority-based situational questions; candidates answer the questions while remaining true to their style. After debriefing, they identify strengths and challenges to keep in mind as they learn to connect better with customers.

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SECTION II: RECOGNIZING AND UNDERSTANDING CUSTOMER BUYING STYLES

MODULE 3

Length: 50 minutes

Video: 7 minutes

Activity: Individual & Large Group

Goals:

- Learn a process for identifying a customer's "Style"
- Practice the "customer-mapping" process

Activity Description:

Participants make a list of their customers' expectations in sales interactions. They then identify their best and most challenging customers and rank the expectations for each. A video shows how to identify the buying styles of customers.

Attendees then read their profiles for style-specific information about recognizing each style through body language, vocal and verbal clues. They then practice customer mapping using a series of video segments in a competitive team activity.

MODULE 4

Length: 50 minutes

Video: 6 minutes

Activity: Individual & Small Group

Goals:

- Explore the priorities that drive each customer buying style
- Map the buying styles of your customers

Activity Description:

Participants watch a series of video segments explaining the priorities of each customer buying style. After each video segment, they read their profiles to understand what drives each customer style. In same-style groups, they discuss working with this type of customer. Finally, participants plot their own customers's styles on their DiSC Sales Maps.

- *Everything DiSC Sales Profile*
- *Everything DiSC Sales Customer Interaction Guides*

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SECTION III: ADAPTING YOUR SALES STYLE TO YOUR CUSTOMER'S BUYING STYLE

MODULE 5

Length: 50 minutes

Video: 8 minutes

Activity: Partner & Small Group

Goals:

- Explore how failing to adapt can interfere with the sales process
- Discover how to adapt for better outcomes with customers

Activity Description:

Participants share stories about times they were customers and experienced style mismatches with salespeople. A video demonstrates a style mismatch in a sales interaction and then the salesperson adapting to meet the customer's needs. A series of video segments shows style mismatches between customers and salespeople. After each segment, participants discuss the interactions in groups and determine how the salesperson could adapt his or her behaviors to establish rapport with the customer. Follow-up videos confirm their ideas by demonstrating better approaches for each style.

MODULE 6

Length: 50 minutes

Activity: Partner & Individual

Materials:

Goals:

- Practice adapting to your most challenging customer
- Develop a plan to improve sales interactions with this customer

Activity Description:

Participants map their most challenging customer's buying style, after which they read about adapting to that style. In pairs, they role play interactions with their most challenging customers and provide each other with feedback on adapting. Finally, participants write customer-interaction plans and share them with a partner for feedback and suggestions.

POST-TRAINING REINFORCEMENT

EVERYTHING DISC CUSTOMER INTERACTION MAP

Length: 5-10 minutes each map

Activity: Individual or Coaching

Materials:

- *Everything DiSC Customer Interaction Map*

Goals:

- Practice customer-mapping techniques
- Develop strategies for adapting to actual customers

Activity Description:

Participants respond online to questions about a specific customer. They receive a personalized *Everything DiSC Customer Interaction Map* that compares their style with that of the customer. They learn about priority similarities and differences and communication preferences, and develop specific strategies for connecting better with that customer. Each attendee can repeat this process for up to five customers.