



EVERYTHING DiSC® SALES PROFILE

- **Section I:** Understanding Your DiSC Sales Style
- **Section II:** Recognizing and Understanding Customer Buying Styles
- **Section III:** Adapting Your Sales Style to Your Customer's Buying Style

Stephanie Lease

Tuesday, January 22, 2008

This report is provided by:

Inscape Publishing
Customer Relations
6465 Wayzata Blvd.
Minneapolis, MN 55426
800-653-3472
customerrelations@inscapedublishing.com
www.inscape-exchange.com





Introduction

Everything DiSC® Sales Profile

Everything DiSC® Sales Profile is designed to help you connect better with your customers.

The basis for this improved connection is an understanding of the DiSC learning model, a simple, proven, intuitive way to gain insight into ourselves and our relationships. The model has been used around the world to improve working and personal relationships, and has specifically helped millions of salespeople to become better at the “psychological game” that is so critical in connecting with customers.

The profile uses the DiSC Sales Map, a tool to help navigate between salespeople and customers. The report is divided into three sections.

Section I Understanding Your DiSC Sales Style

Introduces your DiSC Sales Style based on your position on the DiSC Sales Map. Elaborates on your priorities and the strengths and challenges that derive from them.

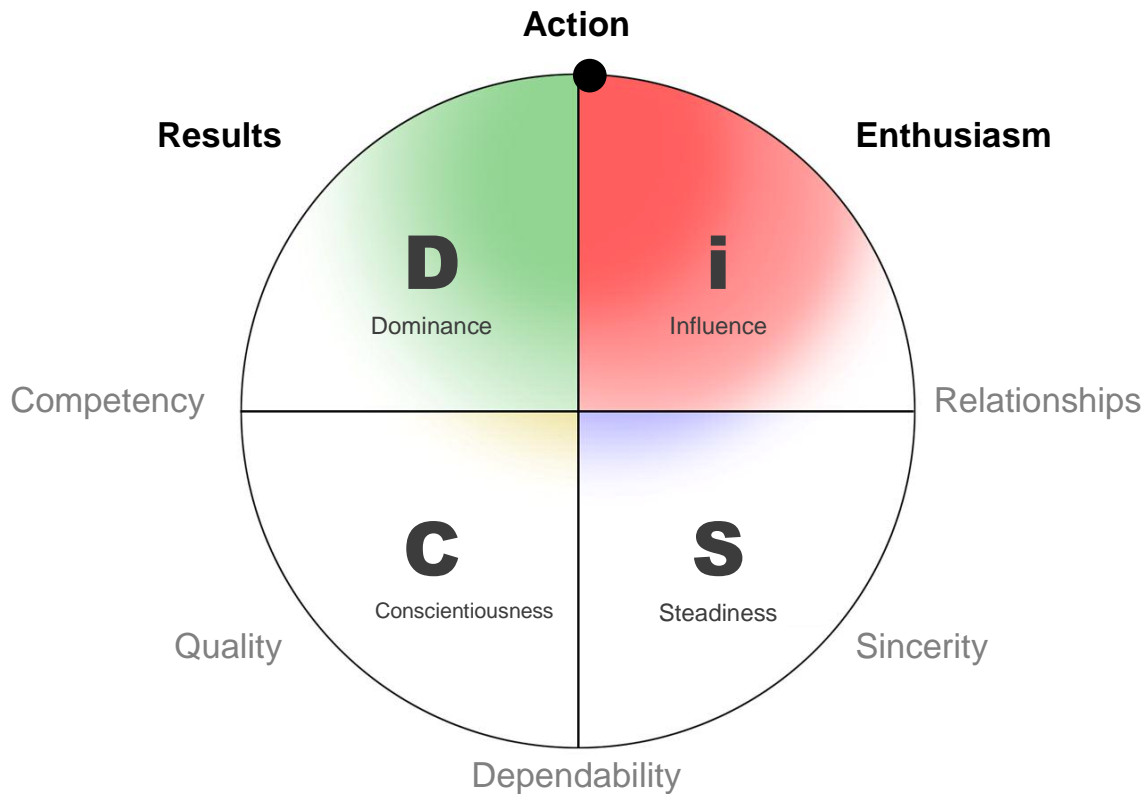
Section II Understanding Customer Buying Styles

Introduces the four customer buying styles on the DiSC Sales Map, and provides information on recognizing these styles and understanding their priorities.

Section III Adapting Your Sales Style to Your Customer’s Buying Style

Shows how to navigate from your position on the DiSC Sales Map to each of the four basic customer styles, and provides a customer mapping and interaction planning process

As a salesperson, you have various priorities that drive the way that you do your job. The DiSC® Sales Map provides a structure for understanding which priorities are most important to you and how that might affect your relationships with different customers. But before you can understand your relationships with customers, it's important to start with an understanding of your own style.



Stephanie, the picture above shows you on the DiSC Sales Map. The black dot indicates that you tend toward the Influence (i) region of the map, and somewhat toward the Dominance (D) region. The words around the map show the various areas that different salespeople prioritize when working with their customers, and those that are highlighted most likely describe your selling focus.

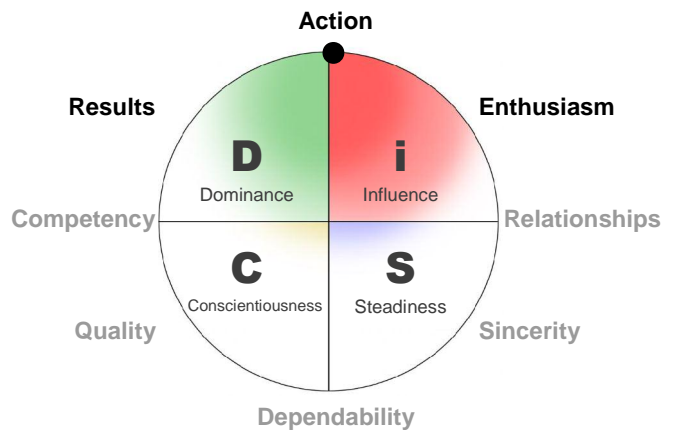
Your DiSC® Sales Priorities

Everything DiSC® Sales Profile

Section I

Stephanie, because you tend toward the i and D regions of the map, you're probably outgoing, expressive, and adventurous. Most likely, you place a high value on working with people, taking action, and showing passion.

There are many different things that salespeople offer their customers, but as you can see on the map, you probably focus on offering **action**, **enthusiasm**, and **results**. In other words, customers likely sense that you're optimistic and dynamic, as well as bold and convincing. You probably have a spontaneous, energetic, and somewhat daring approach to sales.



Taking Action

You tend to maintain a fast pace in sales situations, and you likely make it clear to customers that you will deliver what they want promptly without getting bogged down in unnecessary details. You probably tend to reassure customers that they do not have to worry about any inconveniences once they commit, and you likely emphasize the immediate satisfaction that comes with your offering.

Offering Enthusiasm

You probably try to get the customer energized about your product or service, and you may come across as upbeat and enthusiastic in sales situations. You likely appear passionate about both your offering and the opportunity to help customers solve their problems. At the same time, your confidence probably allows you to maintain your enthusiasm even if you receive a mixed response to your product or service. In essence, you probably focus on exciting possibilities that your customers may have never imagined otherwise, and you tend to encourage them to think big.

Getting Results

You probably seek to get customers excited about the immediate impact that your product or service will have on their business. You may emphasize the most innovative aspects of your product or service, and you probably highlight the breakthroughs or new developments that will affect the customer's bottom line. As a result, you tend to persuade customers that your product or service can directly help them to achieve their goals.

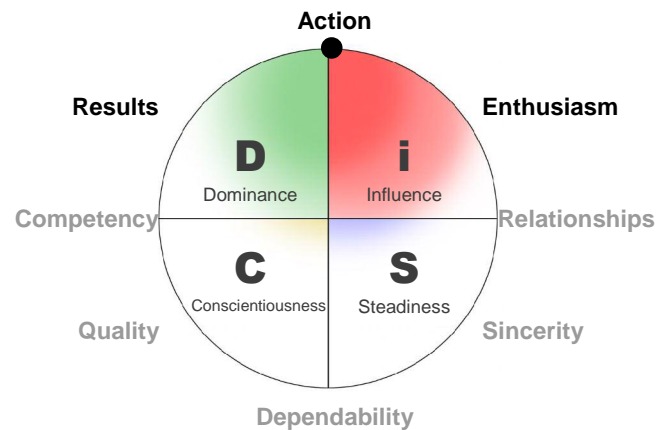
Your Sales Strengths

Everything DiSC® Sales Profile

Section I

Stephanie, because you tend toward Influence and somewhat toward Dominance, you probably come across as a lively, personable individual who emphasizes bold possibilities and immediate **results**. You tend to present your **action**-oriented solutions with high energy, and you probably aim to show customers how your product or service will help them right now.

You may project self-assurance and **enthusiasm**, presenting optimistic scenarios that get customers emotionally invested. Your charismatic tendencies mean that you may be quick to develop a personal connection with customers. Therefore, you probably are seen as a likeable salesperson who shows a passion for your offering and its benefits.



The list below includes your likely sales strengths based on your responses to the assessment. 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.

Action

- I'm confident, but not aggressive, in sales situations
- I'm energetic and do not waste the customer's time
- I keep the sales process moving forward
- I'm rarely at a loss for words

Enthusiasm

- I keep customers focused on the positive without sugarcoating the truth
- I'm upbeat and optimistic in sales situations
- I don't get discouraged easily in sales situations
- I get customers excited about new opportunities
- I'm persuasive and engaging

Results

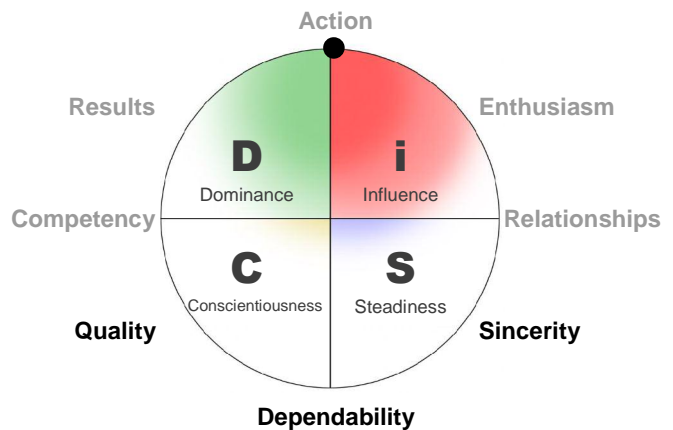
- I can move easily from small talk to results-oriented sales discussions
- I'm willing to take risks in sales situations
- I balance customers' emotional needs with their business goals
- I can quickly see what customers need

Your Sales Challenges

Everything DiSC® Sales Profile

Section I

If you look at the DiSC® Sales Map to the right, you can see that there are three selling priorities that are on the opposite side of the map from your dot. Since it's impossible to focus on everything, you likely prioritize action, enthusiasm, and results over **dependability, quality, and sincerity**. In other words, you may not spend enough time going over the details of your offering or making it clear that you care about meeting the customer's long-term needs after the sale is closed.



The list below includes your likely sales challenges based on your responses to the assessment. 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.

Dependability

- I may appear overly optimistic about what I'm selling
- I sometimes promise more than I can deliver
- I may underestimate the importance of service after the sale

Quality

- I may dismiss a customer's request for specifics or more details
- I may incorrectly assume that customers share my enthusiasm for my product
- I may fail to give customers time to reflect or analyze the situation
- I may allow my personal feelings to affect my presentation

Sincerity

- Some customers may feel pressured to agree with my conclusions
- I may come across as insincere or too polished
- I may appear bored if customers do most of the talking
- I may rush customers to commit before they are ready
- I may seem a little intense to shy or reserved customers
- I may push or oversell customers who can't make up their minds
- I may rush past a customer's concerns without addressing them

Recognizing the DiSC[®] Buying Styles

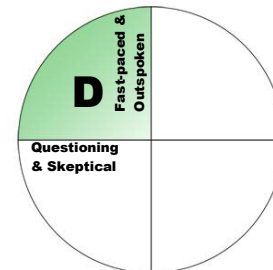
Everything DiSC[®] Sales Profile

Section II

Just as your sales style can be described by the DiSC[®] Sales Map, your customers can be placed on the map as well. This section will help you recognize the different DiSC buying styles, and to better understand the different priorities of each type of customer.

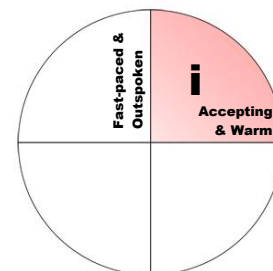
D Buying Style

As you can see on the map, customers who tend toward D (Dominance) are both **fast-paced & outspoken** and **questioning & skeptical**. In general, they tend to be assertive, confident, and bold, and they are not afraid to express their opinions. These customers often know what they want and make up their minds quickly, even if the decision is important or complicated. In addition, “D” individuals have a take-charge attitude that may cause them to dominate conversations with others.



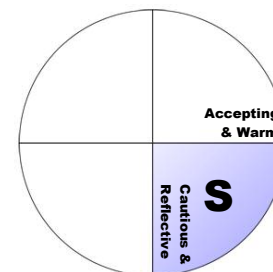
i Buying Style

Customers who tend toward i (Influence) are both **fast-paced & outspoken** and **accepting & warm**. In general, they tend to be extroverted, optimistic, and energetic. They may see the sales process as another opportunity to socialize with others, and therefore, they may try to establish a personal relationship with the salesperson. For this reason, “i” people are likely to appreciate small talk or even tangential conversations that have little to do with what you’re selling. They may be more interested in creating a friendly, informal atmosphere.



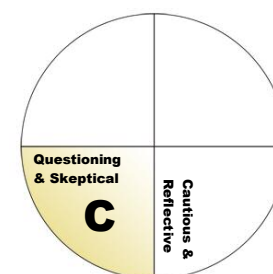
S Buying Style

Customers who tend toward S (Steadiness) are both **accepting & warm** and **cautious & reflective**. In general, they tend to be accommodating, soft-spoken, and humble. Even though they are friendly and agreeable, they also tend to be careful, sometimes reluctant, decision makers. Most likely, they want to be absolutely sure that a decision is the right one before they commit. In addition, they often avoid change and are hesitant to take on new ways of doing things.



C Buying Style

Customers who tend toward C (Conscientiousness) are both **questioning & skeptical** and **cautious & reflective**. In general, they tend to be reserved, analytical, and systematic. They carefully consider all their options, and they are unlikely to display great enthusiasm or animation, even if they like what they see. “C” customers want to stick to the facts, and they have little use for small talk or attempts to steer the discussion into more personal territory. In fact, they feel manipulated if a salesperson attempts to get too personal too quickly. These customers base decisions upon objective information rather than emotion or intuition.



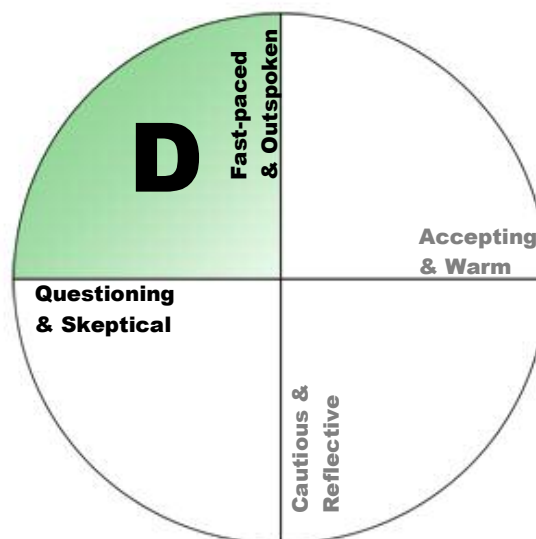
Recognizing the “D” Buying Style

Everything DiSC® Sales Profile

Section II

Like you, “D” customers are **fast-paced** and **outspoken**. They focus more on the bottom line than on personal relationships, and they want to move swiftly toward definitive conclusions. As a result, they may become impatient if you spend time on the small talk and socializing that you tend to see as important in building customer relationships. While their pace is unlikely to intimidate you, their drive for results may strike you as somewhat overwhelming.

Because you tend toward i and slightly toward D, you may observe that these customers are more **questioning** and **skeptical** than you are. Although you may occasionally share the “D” customer’s habit of digging for answers and asking for proof of certain claims, you are more likely to assume the best about people’s motivations. As such, the “D” customer’s tendency to speak bluntly or express disbelief over lofty claims may seem demanding or overly aggressive to you.



Some behaviors that can help you identify D customers:

- Assertive, results-oriented demeanor
- No-nonsense attitude
- Fast, action-oriented pace
- Straightforward or even blunt speech
- Willingness to take risks
- Open skepticism
- Impatience with small talk
- Eagerness to control discussions
- Quick, decisive actions

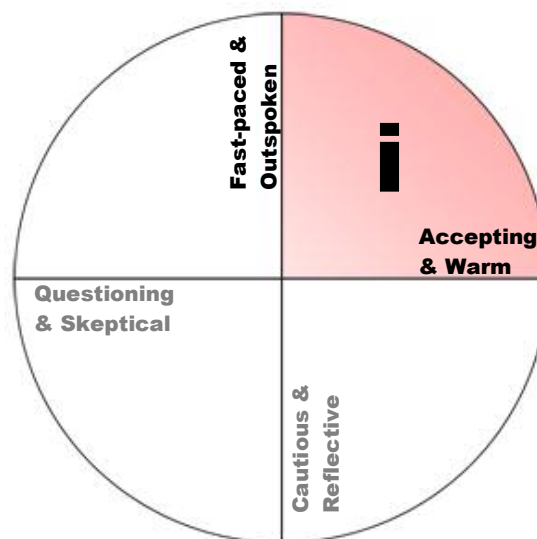
Recognizing the “i” Buying Style

Everything DiSC® Sales Profile

Section II

Like you, customers who tend toward i are **fast-paced** and **outspoken**. They are upbeat and energetic, and they are eager to share their thoughts and feelings with others. While they share your tendency to do well in social settings, you are more likely to devote much of your attention to the business at hand. In contrast, these customers may alternate between related and unrelated topics in an effort to keep the conversation flowing freely, and you may find this irrelevant or distracting.

Because you also tend toward i but slightly toward D, these customers may be somewhat more **accepting** and **warm** than you usually are. They value personal relationships, so they may want to get to know you better or find common ground between the two of you. But while you are usually comfortable socializing to some degree, you may find it irritating if they continue to focus on the relationship at the expense of the bottom line.



Some behaviors that can help you identify i customers:

- Upbeat and enthusiastic
- Positive outlook
- Friendly toward others
- Reliance on intuition or gut instinct
- Fast, action-oriented pace
- Interest in forming personal relationships
- Consideration of other’s feelings
- Eagerness to meet new people
- Willingness to try innovative or groundbreaking ideas

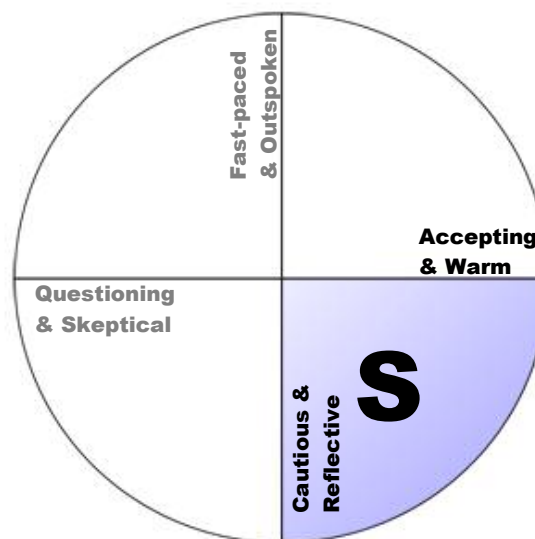
Recognizing the “S” Buying Style

Everything DiSC® Sales Profile

Section II

“S” customers have a very **accepting** and **warm** demeanor, which you share to some degree. You will probably notice that these customers are very patient and attentive listeners, and they are more interested in hearing what a person has to say than in expressing themselves. “S” customers also have a strong drive to accommodate others, and they will likely be quite comfortable letting you take the lead in discussions, as you tend to do.

Because you tend toward i and D, you may observe that these customers have a slower, more careful pace than you do. These customers are more **cautious** and **reflective**, which may not line up with your tendency to keep things moving briskly forward. “S” customers want time to think about their options, and they may be hesitant to make a commitment before they have assessed all the pros and cons. To you, therefore, “S” customers may appear to be indecisive or timid.



Some behaviors that can help you identify S customers:

- Agreeable and welcoming manner
- Softer speech
- Moderate, methodical pace
- Attentive, patient listening
- Calm, gentle demeanor
- Frequent displays of modesty and accommodation
- Reluctance to commit quickly
- Caution or hesitancy when making decisions
- Avoidance of change

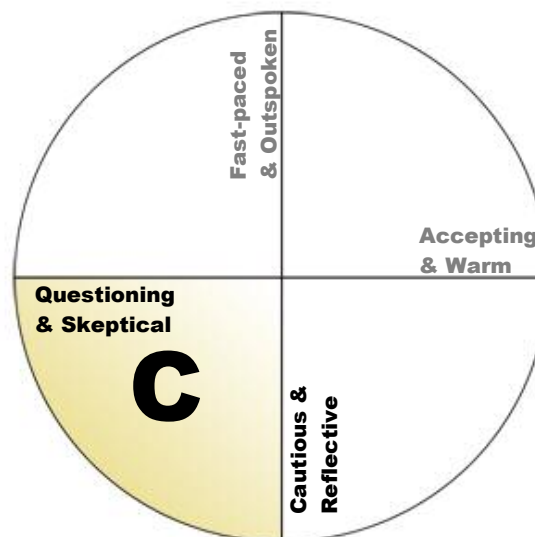
Recognizing the “C” Buying Style

Everything DiSC® Sales Profile

Section II

“C” customers tend to be **questioning** and **skeptical**, which is a preference that you occasionally share. These customers need to be convinced of a product’s quality and worth, and they are more likely to rely upon case studies, well-researched data, and solid facts than you are. “C” customers are interested in the details and respond to logical arguments, so your tendency to be friendly and engaging may be of limited effectiveness with them. As a result, you may see them as cold or distant.

Because you tend toward i and D, you may observe that these customers do not share your tendency to be fast-paced and action-oriented. They are more **cautious** and **reflective**, so they want time to consider alternatives or analyze options. For this reason, “C” customers may pull back or respond negatively if you move the sales process too quickly along or push for immediate results, which is your tendency. These customers want all their concerns addressed before they make a commitment. To you, this may seem overly cautious or conservative.



Some behaviors that can help you identify C customers:

- Professional, even stoic demeanor
- Slow, methodical pace
- Reliance on logic and reason
- Avoidance of emotional expressions
- Discomfort with small talk or personal questions
- Open skepticism
- Caution when making decisions
- Interest in details

Understanding What Drives “D” Customers

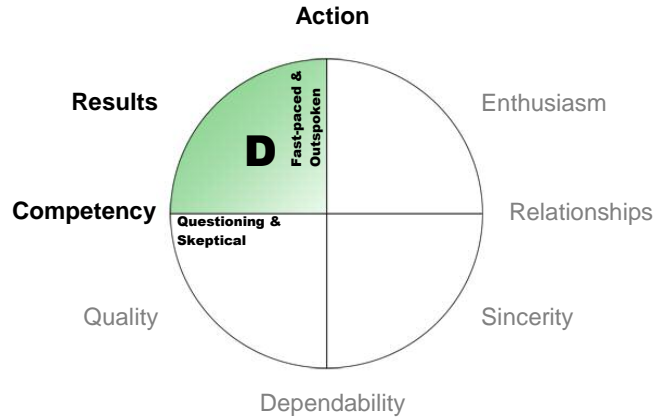
Everything DiSC® Sales Profile

Section II

What Do D Customers Prioritize?

They Expect Bottom-Line Results

Compared to you, “D” customers place a higher priority on concrete **results**. They can be insistent in wanting to know the direct effect that a product or service will have on their business. They look for immediate developments and quick, uncomplicated returns on their investments. While you may prioritize a friendly, personal connection, these customers, in contrast, may quickly become skeptical of emotional appeals. They may also display impatience with salespeople who try to schmooze them, especially with vague or exaggerated assurances. “D” customers keep their goals in mind, and their decisions are based on how it helps them to achieve practical, concrete success.



They Expect Competency From a Salesperson

While **competency** is important to everyone, it is expressed differently with “D” customers. They prioritize competency in both themselves and others. As with you, this often translates into respect for confidence and a “can-do” approach. Unlike you, however, they will rarely give people second chances if they make mistakes at crucial points in the sales process. They expect others to do their homework and understand the “D” customer’s business needs, without a lot of hand-holding or explanations. In general, they expect any salesperson who wants their business to earn their respect.

They Expect Quick Action and Forward Motion

“D” customers take **action**, and like you, they have little patience for lengthy discussions or complicated analyses. These customers want to know the key points and essential components, which helps them to make up their minds quickly. Once they have reached a decision, “D” customers seldom change their opinions easily, and they may express irritation if asked to reconsider or pressed to discuss additional options. Furthermore, they share your distaste for long, involved projects that require a lot of preparation or detailed work. They want to make a decision and see an immediate effect.

Understanding What Drives “i” Customers

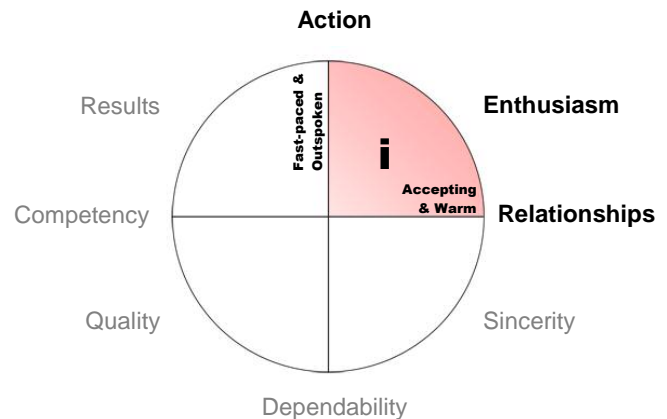
Everything DiSC® Sales Profile

Section II

What Do i Customers Prioritize?

They Expect Enthusiasm and Excitement

Like you, customers who tend toward i appreciate **enthusiasm**, and for this reason, they want to feel excited about a product or service. They rely on their intuition to tell them if an offering is what they’re looking for, and they share your desire to be inspired by an idea before fully committing to it. These customers may respond well to salespeople who are passionate about their own products or services. They are particularly attracted to options that are fun and exciting, versus those that are logical and practical.



They Expect Quick Action and Immediate Impact

These customers appreciate **action**, as you do, so they may agree with your emphasis on options that will provide an immediate and energizing impact. They want to know only the key points of a product or service to help them reach their intuitive decisions, and they may share your distaste for lengthy analysis or excessive detail. Furthermore, these customers may see offerings that are long on practicality but short on innovation as bland or insufficient for their needs. In general, they want to be inspired by your product or service.

They Expect Friendly and Trusting Relationships

Like you, these customers appreciate personal **relationships**, although they place a higher priority on building those connections than you do. They want to get to know the salesperson as an individual before committing to buy anything. Like you, they place a strong value on trust, and they need friendly interactions to create this bond. As such, they may want to devote much of the sales process to discussing feelings, opinions, and ideas that are not strictly related to the offering, in contrast to your tendency to focus on bottom-line results.

Understanding What Drives “S” Customers

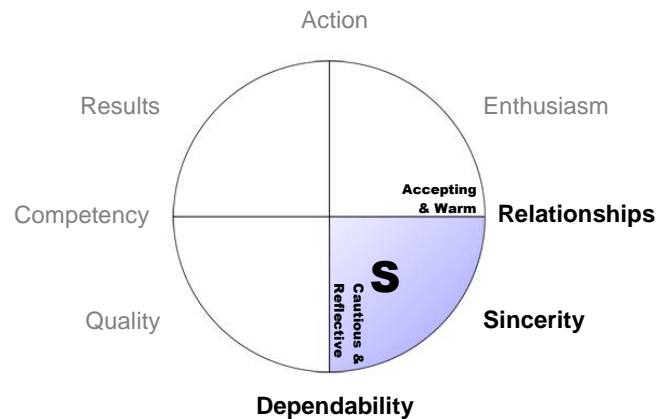
Everything DiSC® Sales Profile

Section II

What Do S Customers Prioritize?

They Expect Sincerity and a Genuine Approach

“S” customers want to know that you are **sincere** and heartfelt before they can truly feel comfortable with you. In their desire to appease people, they may allow you to dominate the conversation, which gives the impression that they can be easily persuaded. However, these customers are unlikely to make a full commitment unless they feel that they can really establish trust with a person. These customers appreciate salespeople who are thoughtful and genuine, in contrast to your enthusiastic, hard-charging approach.



They Expect Trusting Relationships

These customers look for the comfort of trustworthy **relationships** during the sales process. “S” customers want the security of believing that you care about them as individuals rather than just as customers, and they need to know that you are interested in their unique situations. While they may share your tendency toward friendly interactions, “S” customers may be slow to open up, and they may look for other people to reveal their personal sides first.

They Expect Dependability from the Salesperson and the Offering

“S” customers want assurances of **dependability** for the product or service that you offer. These customers are naturally cautious, in contrast to your tendency to move quickly ahead and promote groundbreaking ideas. “S” customers need to know that you’ll be around to give them support if things don’t go as planned. They are also unlikely to be satisfied with vague promises or unexplained ideas, which contrasts with your tendency to rush past the details. Therefore, specifics such as warranties, satisfaction guarantees, and service plans may provide the concrete reassurance they need.

Understanding What Drives “C” Customers

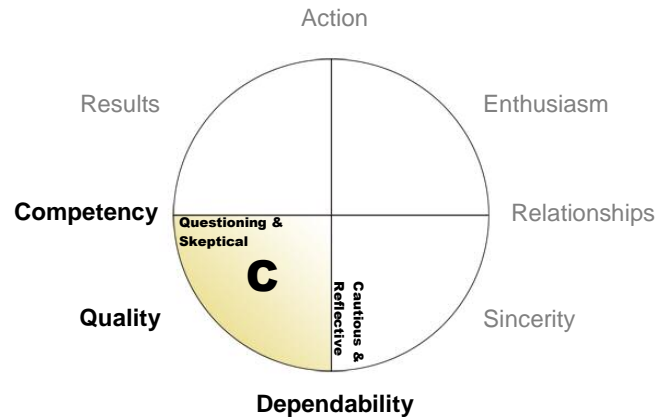
Everything DiSC® Sales Profile

Section II

What Do C Customers Prioritize?

They Expect High-Quality Products and Services

“C” customers value **quality**. They may analyze the specifics of a product or service and ask probing questions about its features, and as such, they may come across as aloof or challenging to some people. These customers maintain high standards, and they have to be confident in the offering’s merit before they commit to buy. Their emphasis on objective quality is in contrast to your tendency to become enthusiastic about the potential for groundbreaking results.



They Expect Dependability and Accountability

Similarly, “C” customers look for **dependability** in products, services, and salespeople. These customers do not like to be surprised, and they want to be sure that there will not be problems down the line, such as hidden charges, flawed warranties, or inferior service plans. “C” customers are less optimistic and more skeptical than you tend to be, and they want to be assured that you do not promise more than you can deliver. As such, they need to know that you’ll be around to take responsibility if things don’t go as planned.

They Expect Competency and Expertise from Salespeople

While **competency** is important to everyone, it is expressed differently with “C” customers. They know their business, and they expect salespeople to be knowledgeable about it as well. These customers like working with experts who can support their claims with evidence and details. Furthermore, they prefer for salespeople to talk through ideas in a logical and analytical manner, as opposed to your tendency to passionately promote exciting or daring solutions.

Introduction to Adapting to Different Customers

Section III

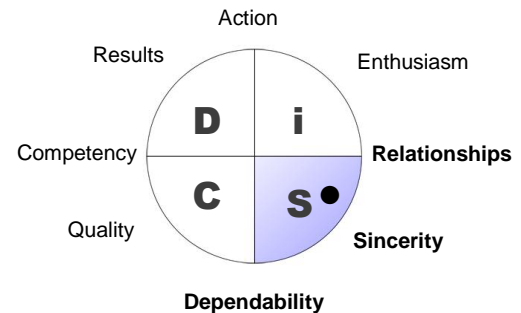
Everything DiSC® Sales Profile

Now that you recognize your selling priorities, and have an idea of what motivates different types of customers, we'll look at how to adapt your behavior in order to get the most out of the sales process.

On the following pages, you will find out how your selling priorities mesh or clash with the tendencies of different customers.

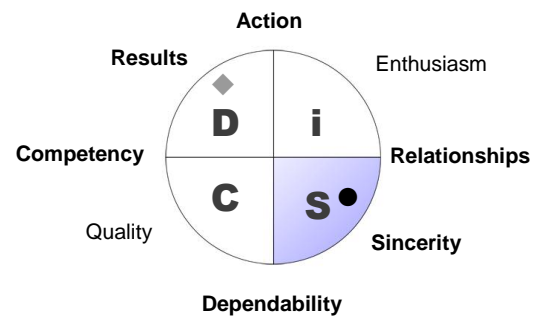
Your position on the DiSC® Sales Map indicates a natural inclination toward certain priorities, so you may find that adapting to customers with these same preferences is somewhat easy.

For example, as shown in the illustration to the right, the salesperson tends toward the S style. As such, he or she may find it relatively easy to adapt to customers who prioritize Sincerity, Dependability, and Relationships.



Those priorities that are on the opposite side of the circle from your dot, however, may present you with the most difficulty when it comes to adapting your behavior.

For example, the same “S” salesperson may find it more difficult to adapt to the “D” customer who prioritizes Results, Action, and Competency.



Still, it is always possible to adjust our preferences to meet the needs of our customers, especially if we are aware of these differences and are committed to serving our customers, rather than just doing what it takes to make the sale.

The following pages also provide specific strategies you can use to stretch beyond your natural preferences to make the selling process more productive, regardless of the type of customer you are interacting with.

In essence, we will learn how to adapt for the benefit of the customer.

Adapting Your iD Style to “D” Customers

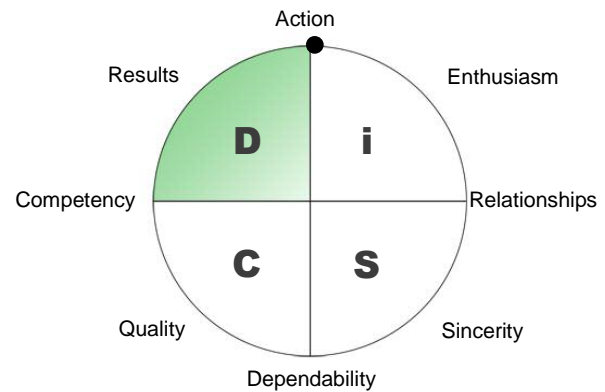
Everything DiSC® Sales Profile

Section III

Because you tend toward the “i” style but also lean toward the “D” style, you and the “D” customer may have both similarities and differences in your priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

Compared to you, “D” customers tend to be

- More likely to get to the point
- More likely to stay on topic
- More likely to question others’ conclusions
- Equally interested in bold or daring plans
- Similarly eager to look at new ideas or products
- Just as likely to keep things moving at a fast pace
- Similarly interested in the bottom line
- Less likely to participate in small talk
- Less concerned with other people’s feelings



Strategies for Interaction

Addressing the Need for Results

“D” customers have a strong drive to get immediate results and achieve their goals quickly. Because you tend to spend more time building excitement and energy, you may underestimate the intensity of their focus on the bottom line. These customers may be quite blunt in asking what your product or service can do for them right now, so keep the discussion focused on how you can help them to make an immediate impact.

- Show a desire to help them get results
- Demonstrate how your offering can improve their bottom line
- Play up the innovative aspects of your product or service

Moving Toward Definitive Action

“D” customers want to see all their options at once so they can hit the ground running, which may match your tendency to focus on exciting ideas that lead to new possibilities. However, these customers may surprise you with their willingness to make major decisions quickly, and they have little patience for tangents that distract from their focus on immediate solutions to their problems. As such, stay on track during discussions, and emphasize to them that they can expect prompt action from you once they commit.

- Get to the point
- Give them brief summaries
- Avoid unnecessary questions

Proving Your Competency

“D” customers want to work with people who are in charge and in control. For this reason, they distrust excessive enthusiasm, and they may have a negative reaction if you come across as too passionate or emotional. So show them a can-do attitude that tells them that you’ll get things done without a lot of hassle on their part. Be as straightforward and self-assured as you can, but remember that “D” customers have a similar assertive attitude that compels them to take charge of situations.

- Gain their respect by being confident and no-nonsense
- Refrain from emotional displays or appeals
- Show respect for their authority

Adapting Your iD Style to “i” Customers

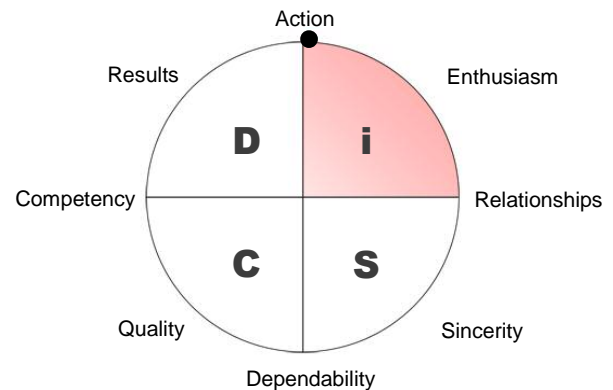
Everything DiSC® Sales Profile

Section III

Because you tend toward the i style but lean toward D, you and the “i” customer may have both similarities and differences in your priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

Compared to you, “i” customers tend to be

- More interested in establishing a personal relationship
- More interested in meeting new people
- Similarly eager to look at new ideas or products
- Just as likely to keep things moving at a fast pace
- Equally interested in bold or daring plans
- Similarly optimistic
- Just as enthusiastic and upbeat
- Less focused on the bottom line
- Less likely to stay on topic



Strategies for Interaction

Increasing Enthusiasm for the Process

These customers are frequently energetic and optimistic, and you probably share their upbeat approach to sales situations. They often display a passion for their business, so your tendency to be enthusiastic about your product or service could meet with a receptive response. You are usually more results-oriented than they are, however, so it may be up to you to keep the discussion from becoming so spirited that it loses focus or goes off on tangents.

- Remain friendly and upbeat
- Maintain your energetic approach
- Allow your interest in your offering to come through

Building a Positive Relationship

These customers want to get to know the person behind the product or service before committing to it. Although you probably are willing to be open in sharing your ideas, you usually have more of an emphasis on results than these customers do. As such, it may be up to you to limit small talk if it starts to interfere with the business at hand.

- Share personal stories or anecdotes when appropriate
- Ask casual, open-ended questions that allow them to tell their stories
- Show empathy and reassurance when they express frustrations, doubts, or difficulties

Moving Toward Productive Action

These customers have little interest in complicated analyses or excessive details, because they share your tendency to make things happen quickly. Therefore, your preference to summarize information and present brief overviews will suit their needs. You can also capitalize on your tendencies by focusing on creative or groundbreaking concepts to quickly capture the “i” customer’s attention.

- Keep the sales process moving forward quickly
- Emphasize the innovative or groundbreaking aspects of your offering
- Communicate excitement for new possibilities

Adapting Your iD style to “S” Customers

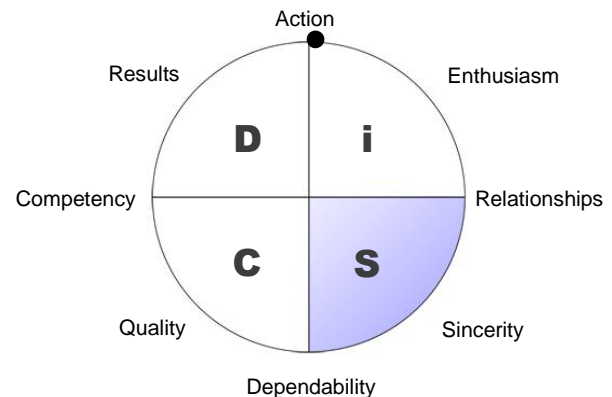
Everything DiSC® Sales Profile

Section III

Because you tend toward the iD style, you and the “S” customer may have different priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

Compared to you, “S” customers tend to be

- More likely to take things at a slow pace
- More likely to let someone else take the lead in discussions
- More focused on the consistency and dependability of products and services
- More concerned with the specifics
- More interested in maintaining steady progress
- More likely to yield to pressure
- Less enthusiastic and expressive
- Less interested in making innovative breakthroughs
- Less likely to take risks
- Less concerned about bottom-line results



Strategies for Interaction

Addressing the Need for Sincerity

“S” customers have a high need for sincerity during the sales process. For this reason, you may find that your enthusiastic and forceful approach may not be as well received as slower, calmer tactics are. Don’t be fooled by the “S” customer’s apparent willingness to let you dominate the conversation. Unless you dial it back and take the time to let them warm up to you, they’re unlikely to view you as genuine.

- Slow down and take time to listen
- Explore their doubts and address their concerns
- Avoid rushing them for quick decisions

Building a Trustworthy Relationship

The “S” customer believes that getting to know someone is an essential part of the sales process, which may line up somewhat with your enthusiastic, sociable nature. However, you usually keep the focus on results in sales situations, which may intimidate these customers. You may find it worth the time to build a friendly, comfortable rapport rather than immediately dive into business.

- Ask them questions and give them space to talk
- Be accepting and warm, but don’t assume too much intimacy too soon
- Be informal and casual when appropriate

Giving Assurances of Dependability

“S” customers are cautious decision makers who may be wary of your tendency to promote innovation or daring ideas in sales situations. These customers dislike rapid changes, so they may find you overly eager to move forward or take their business in a new direction. It may be beneficial, therefore, to assure them that you and your offering are dependable and reliable. Slow down and lay out your offering in a systematic, clear manner that allows them time to digest the details.

- Emphasize the stability and predictability of your offering
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security
- Avoid emphasizing radical changes

Adapting Your iD Style to “C” Customers

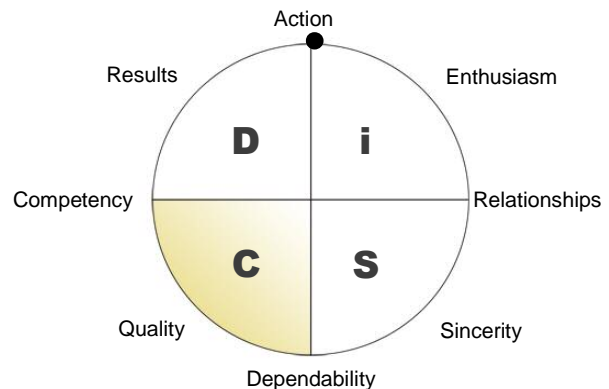
Everything DiSC® Sales Profile

Section III

Because you tend toward the iD style, you and the “C” customer may have different priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

Compared to you, “C” customers tend to be

- More likely to move at a slower pace
- More interested in the details
- More focused on the quality of products and services
- More analytical and logic-focused
- More introspective
- Less interested in controlling the discussion
- Less focused on results
- Less likely to rely on intuition or gut instinct
- Less interested in engaging in small talk



Strategies for Interaction

Emphasizing High Quality

“C” customers want to be assured that they are committing to the best, and they may scrutinize any offering for deficiencies. If you give an enthusiastic presentation that glosses over specifics and skips the details, they may be skeptical or irritated. It may be helpful, therefore, for you to keep your passion for your offering in check and concentrate on fulfilling the “C” customer’s need for solid evidence of high quality.

- Emphasize the superior aspects of your product or service
- Refrain from overly enthusiastic claims or exaggeration
- Have as many details and facts at your fingertips as possible

Displaying Expertise and Competency

“C” customers expect a high level of expertise from salespeople. These customers want to stick to business, so they may not appreciate emotional appeals. They prefer salespeople who can present their offerings in a factual and rational manner. They are much more likely to see you as competent and trustworthy if you make a logical case for your offering and avoid coming across as overly enthusiastic or too fast-paced.

- Give them space to analyze decisions
- Earn their trust and respect by showing them that you are competent and knowledgeable
- Use a healthy dose of logic when presenting information

Addressing the Need for Dependability

“C” customers want to see evidence that a product or service is dependable and sound. For this reason, they may not respond well if you press for decisive action before they have had time to analyze all the issues to their satisfaction. “C” customers want time to consider their options, so avoid pushing for quick commitments and breakthrough ideas and let them know you can be counted on to consider their long-term needs.

- Avoid rushing them for decisions
- Provide the logic and reasoning behind your suggestions or conclusions
- Give them space to analyze your offering

DiSC[®] Customer Interaction Mapping

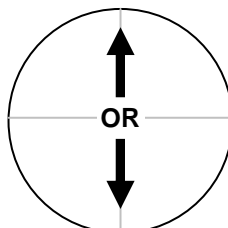
Everything DiSC[®] Sales Profile

Section III

Step 1: Customer Mapping

First, think about a key customer. Consider whether this person tends to be more:
(Circle a group of words on the top or bottom)

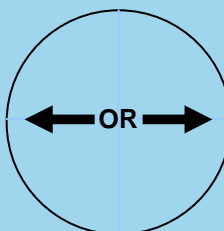
Fast-paced & Outspoken



Cautious & Reflective

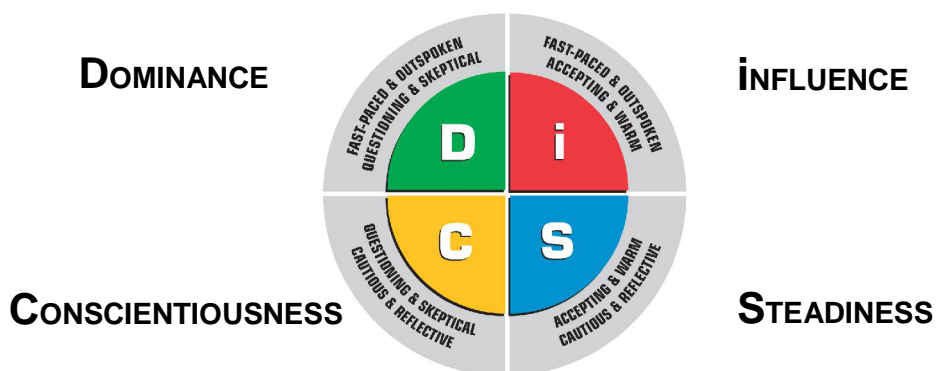
Second, consider whether this customer also tends to be more:
(Circle a group of words on the left or right)

Questioning & Skeptical



Accepting & Warm

Now, combine your customer's tendencies to determine his or her DiSC[®] buying style.
(Circle the customer's DiSC buying style)





DiSC[®] Customer Interaction Plan

Everything DiSC[®] Sales Profile

Section III

Step 2: Read Your Profile

Read the appropriate page in Section III of this profile to understand strategies for how you may best interact with a customer of this DiSC buying style. Then answer the questions below.

What are your customer's priorities?

If these priorities are different than your own:

- Which of the priorities come least naturally to you?
- Which of the priorities are the closest to yours or most natural to you?

If you share the same priorities, what might be the source of your challenges?

How might your awareness of the differences or similarities in your priorities affect your relationship?

Step 3: Interaction Plan

Choose one of your customer's priorities to focus on and answer the questions below to create a plan for a successful selling interaction.

What steps can you take to address their expectations in this area?

How might you rephrase or reposition your typical delivery to be more compatible with this priority?

What resources or options do you have for trying to address their expectations?

How and when can you practice meeting this priority?

How might you solicit feedback on how well you are meeting their priorities?