



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

Prepared exclusively for:

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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

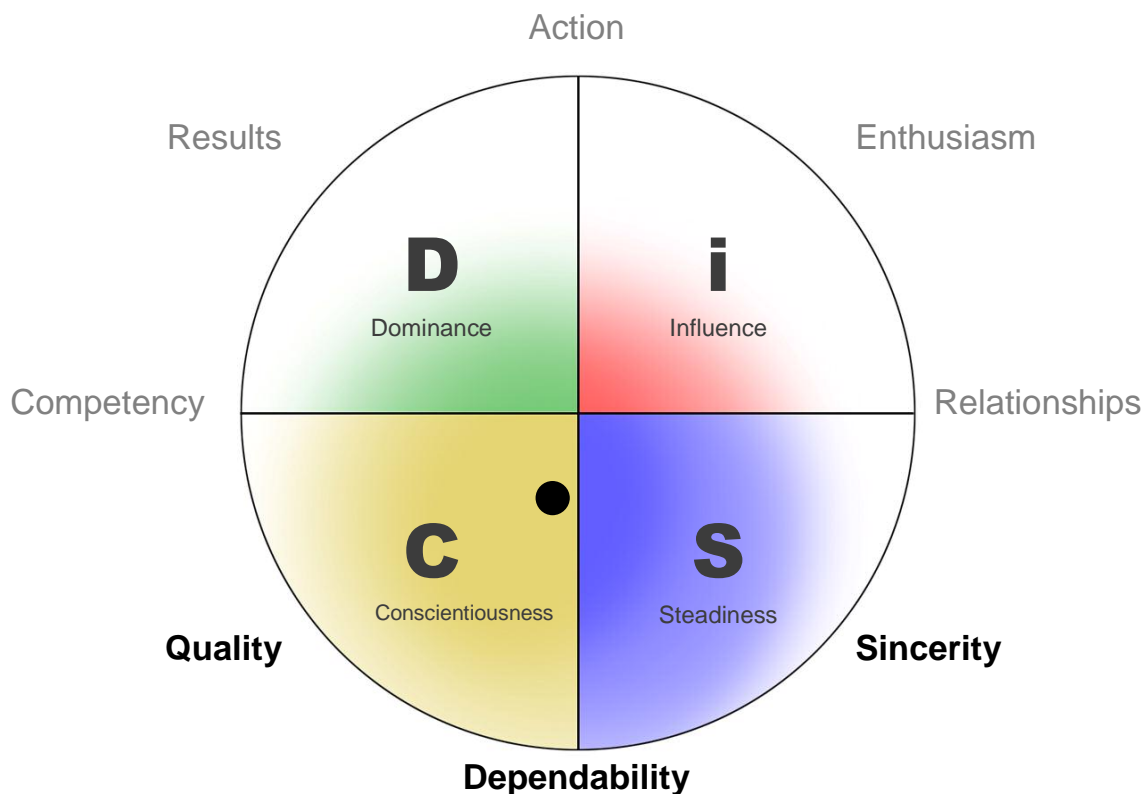
This profile is based on the latest DiSC research. A full copy of the validation report can be obtained by contacting the Inscape reseller listed on the front of this profile.

Your DiSC® Sales Style

Everything DiSC® Sales Profile

Section I

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.



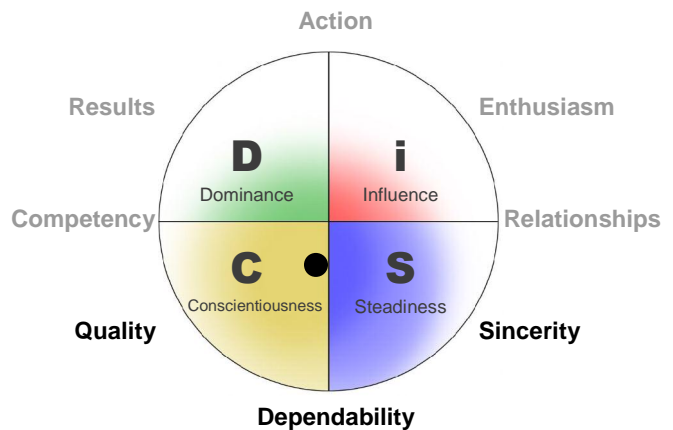
John, the picture above shows you on the DiSC Sales Map. The black dot indicates that you tend toward the Conscientiousness (C) region of the map, and somewhat toward the Steadiness (S) region. The words around the map show the various areas that different salespeople prioritize when working with their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

Your DiSC® Sales Priorities

Everything DiSC® Sales Profile

Section I

John, because you tend toward the C and S regions of the map, you're probably even-tempered, methodical, and somewhat reserved. Most likely, you place a high value on accuracy and maintaining a stable, predictable work environment. Keep in mind, however, that your dot is close to the center of the map, indicating that you're probably fairly flexible in adopting different styles depending on the situation.



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

Emphasizing Dependability

You tend to stand behind your product or service, and you likely strive to convince customers that they are making a reliable and secure choice with your offering. You may encourage customers to ask about the dependability of what you are selling, and you tend to provide them with the data and evidence they need to convince them that they can count upon your offering in the long term. You probably let customers know that you are available for follow-up questions or advice, and you try to show them that they are buying stability and dependability when they work with you.

Ensuring Quality

You likely emphasize how your product or service meets high standards, and you tend to back up your claims with data or facts that prove the superiority of your offering. You make it clear that you share customers' emphasis on finding solid, effective solutions, but you avoid exaggerating or making outlandish claims, because you likely do not want to promise more than you can deliver. At the same time, you show customers how things can be done better or more efficiently, and you probably try to convince customers of the general soundness of your product or service.

Showing Sincerity

You likely don't rush or pressure customers for immediate decisions, and you may patiently provide as much information as they need to make up their minds. In this way, you tend to come across as genuinely interested in their unique situation. Furthermore, you probably try to alleviate any fears your customers may have that you might take advantage of them, and you tend to be calm and rational when discussing their concerns. As a result, you show customers you're not just out to make the sale, and you avoid looking pushy or forceful.

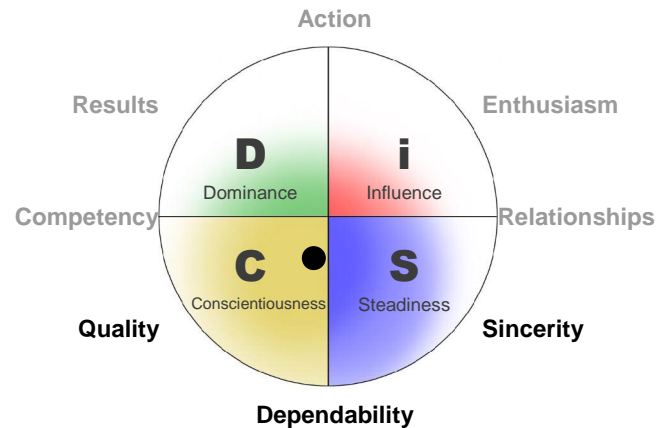
Your Sales Strengths

Everything DiSC® Sales Profile

Section I

John, because you tend toward Conscientiousness and somewhat toward Steadiness, you may use objective evidence to show that you are offering high **quality** to your customers. You likely want to be proud of the products or services you represent, and you probably strive to communicate this to customers. You also tend to make it clear that they can **depend** on you to follow up with them.

You likely show **sincerity** and respect for your customers. You probably come across as truly interested in their needs, and you seldom rush them or dismiss their concerns. Therefore, you may highlight the strength of your offering while appearing polite and authentic to customers.



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.

Dependability

- I calmly and patiently help customers understand complicated ideas
- I read between the lines to figure out a customer's true needs
- I keep careful track of important details in sales situations
- Customers can sense that I know the ins and outs of my business
- I answer customers' questions as clearly and methodically as I can

Quality

- I avoid making outlandish or exaggerated claims about what I'm selling
- I'm orderly and well-organized in sales situations
- I do my homework so that I understand the customer's business and needs
- I quickly see the connections between the customer's needs and my product or service
- I look for logical answers to the customer's problems

Sincerity

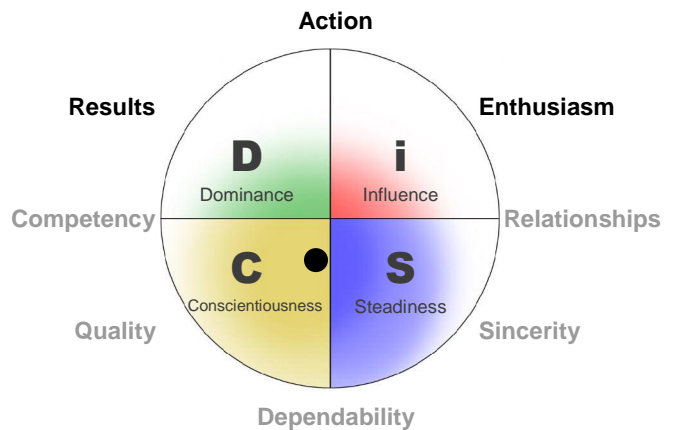
- I'm professional but friendly in sales situations
- I avoid rushing customers for quick decisions
- I avoid giving customers any impression that I'm trying to trick or fool them
- I'm tactful and diplomatic with customers
- I don't lose my temper with customers

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 dependability, high-quality products, and sincerity over **action**, **results**, and **enthusiasm**. In other words, you may fail to build excitement and passion for your offering or show customers how you can get them immediate, bottom-line results.



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.

Action

- I can get bogged down in specifics
- I sometimes approach conversations in an overly logical or analytical way
- I may become flustered if customers don't agree with me after I've demonstrated something logically
- I may go into lengthy analyses that confuse or bore some customers
- I sometimes take the sales process too slowly

Enthusiasm

- I can come across as too quiet or hesitant
- I can have difficulty showing outward passion or enthusiasm
- I may fail to get customers excited about my product
- I may emphasize facts and figures rather than intuition and passion
- I may be reluctant to boast about the superiority of my product or service
- I may not always be as persuasive as I'd like to be

Results

- I sometimes neglect to emphasize results or the customer's bottom line
- I may give customers so much space that they fail to commit to the sale
- I can appear to be fearful of losing or offending customers
- I may take "no" for an answer too easily

Recognizing the DiSC[®] Buying Styles

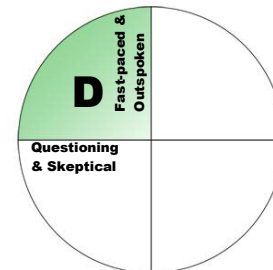
Everything DiSC[®] Sales Profile

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.

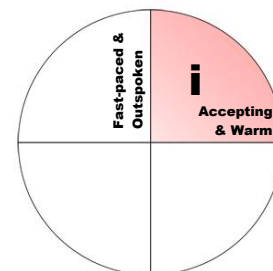
D Buying Style

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.



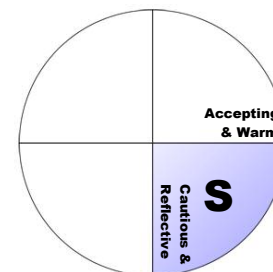
i Buying Style

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.



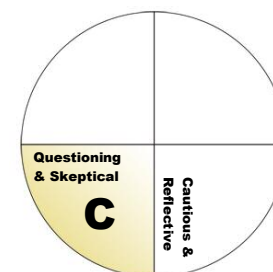
S Buying Style

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.



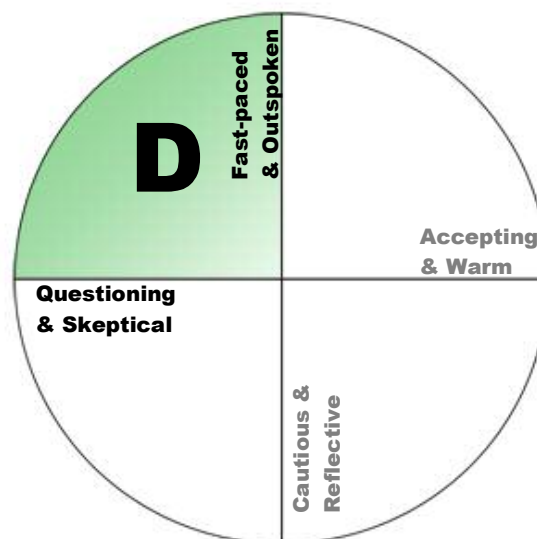
Recognizing the “D” Buying Style

Everything DiSC® Sales Profile

Section II

“D” customers are **fast-paced** and **outspoken**, which may clash with your tendency to look at situations logically and calmly in the hopes of finding the ideal solution. These customers are more interested in immediate results and definitive conclusions, and they are not shy about expressing their opinions, sometimes in a blunt manner. “D” customers are likely to get right down to business, and they may display impatience with your tendency to carefully go over options and details.

Because you tend toward C and slightly toward S, you may observe that these customers are even more **questioning** and **skeptical** than you are. They probably need to be convinced that a product or service is as good as presented, and they are likely to become critical or to express disbelief if they do not believe what you say. Although you may share the “D” customer’s drive for finding answers, you may find their challenge of your offering quite harsh.



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

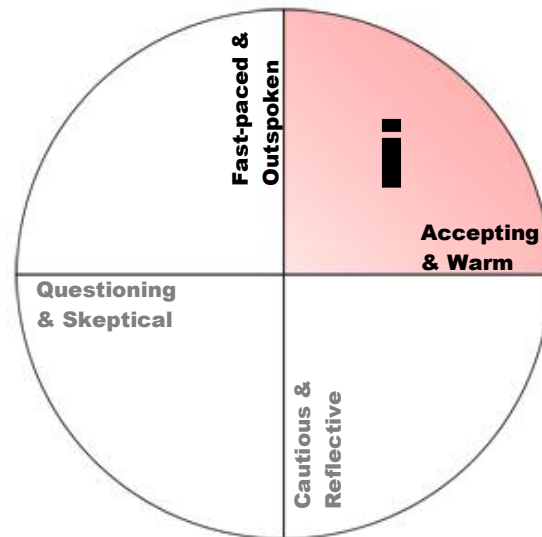
Recognizing the “i” Buying Style

Everything DiSC® Sales Profile

Section II

Customers who tend toward i are **fast-paced** and **outspoken**, which is in contrast to your tendency to move through the sales process slowly and in an orderly fashion. These customers want to keep things light, with room for socializing and spontaneity. As such, “i” customers may appear restless or bored when you explain options carefully and in-depth, and they may pay little attention to the nuances of your product or service. Instead, they want time to express their feelings and opinions, which may seem like a waste of time to you.

Because you tend toward C and slightly toward S, you may observe that these customers are somewhat more **accepting** and **warm** than you usually are. They want to interact with people and get to know them better, while you are more likely to focus on the task at hand. These customers prioritize the value of personal relationships while you probably are more comfortable discussing your product or service than personal topics. As a result, you may see them as somewhat unprofessional or overly intrusive.



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

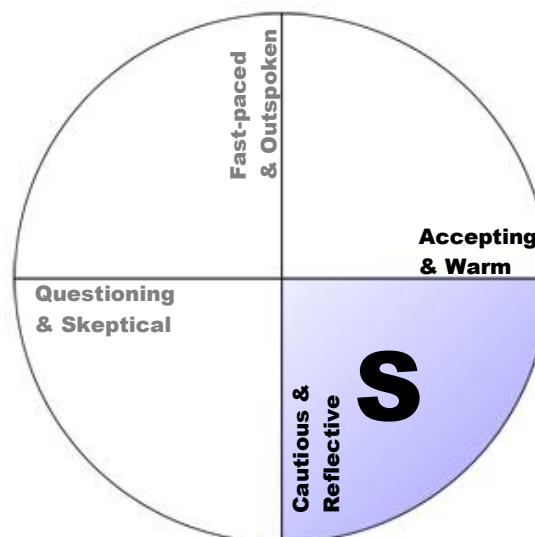
Recognizing the “S” Buying Style

Everything DiSC® Sales Profile

Section II

“S” customers have a very **accepting** and **warm** demeanor, while you are probably a bit more reserved and questioning. These customers will rarely challenge anyone directly, even when they have reservations, and their primary consideration is often to make sure that other people are comfortable and at ease. While you likely share the “S” customer’s tendency to be a patient and attentive listener, you probably can be skeptical at times. These customers, in contrast, are more likely than you are to give people the benefit of the doubt.

Because you tend toward C and also S, you may appreciate these customers’ slower and more careful pace. They are **cautious** and **reflective**, which prompts them to think carefully before committing to a product or service. In addition, these customers take a methodical approach to going over details, and they are probably open to analyzing ideas and discussing options at length. To you, this approach may seem careful and reasonable.



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

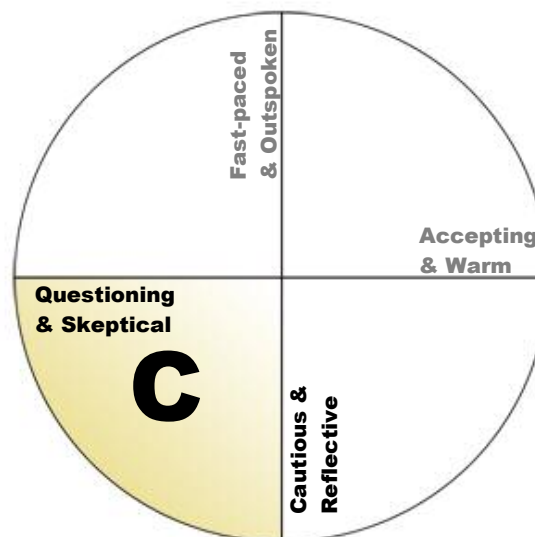
Recognizing the “C” Buying Style

Everything DiSC® Sales Profile

Section II

Like you, “C” customers tend to be **questioning** and **skeptical**. Because they do not simply take someone’s word that a product or service is superior, these customers may ask for case studies, well-researched data, and solid facts. While you may be somewhat more trusting of people than they are, “C” customers will appreciate your tendency to keep important details in mind and methodically go over specifics. These customers read the fine print, so they probably will show approval when you are well prepared for their questions.

Because you also tend toward C and S, you may observe that these customers share your preference to be **cautious** and **reflective**. They do not rush into decisions or make snap judgments, so your tendency to carefully explain ideas and go over options will suit them well. These customers want to reach their own logical and rational conclusions, and they don’t let personal feelings influence their buying decisions. To you, they may seem reasonable but perhaps a bit detached.



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

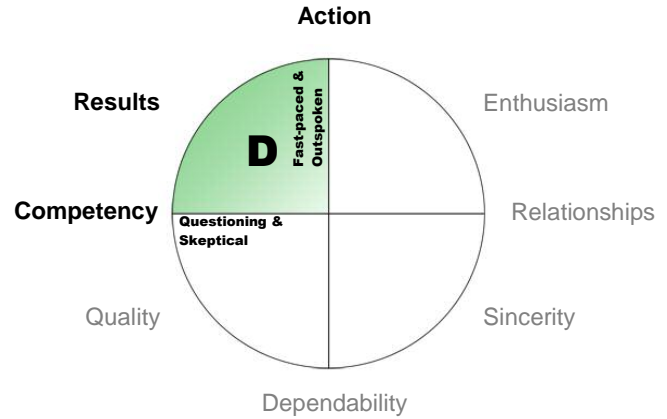
Everything DiSC® Sales Profile

Section II

What Do D Customers Prioritize?

They Expect Bottom-Line Results

Compared to you, “D” customers prioritize 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. These customers are skeptical of emotional appeals, and they likely share your distaste for excessive banter or exaggeration. They keep their goals in mind, and they base their decisions on how much a solution helps them to achieve practical and 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, which may translate into respect for confidence and a “can-do” approach. In contrast, you are more likely to consider people’s expertise and knowledge when assessing competence. “D” customers want to know that a salesperson will fulfill his or her side of the deal, and they may be more reluctant than you to give people second chances if they make mistakes at crucial points in the sales process. 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 in contrast to you, they have little patience for in-depth discussion or complicated analysis. They 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. Further, unlike you, they seldom enjoy involved projects that require a lot of preparation or methodical, detailed work. They like to make a decision and see an immediate effect.

Understanding What Drives “i” Customers

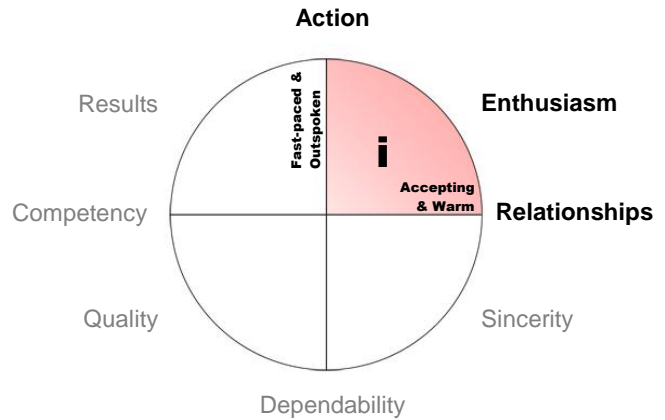
Everything DiSC® Sales Profile

Section II

What Do i Customers Prioritize?

They Expect Enthusiasm and Excitement

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, which is in contrast to your tendency to consider your decisions methodically and base them on facts. These customers need to be inspired by an idea to fully commit to it, so they want salespeople to display outward passion or enthusiasm about their own products or services. When deciding on a purchase, they’re particularly attracted to options that are fun and exciting, as opposed to your frequent emphasis on practical or logical considerations.



They Expect Quick Action and Immediate Impact

These customers appreciate **action**, so they may grow bored with the kind of detailed analyses that you usually prefer. They want to know only the key points of a product or service to help them reach their intuitive decisions. In addition, these customers may see offerings that are long on practicality but short on innovation as bland or insufficient for their needs. As well, they tend to be most attracted to options that will provide an immediate and energizing impact, in contrast to your focus on high quality and stability. In general, they want to be inspired by your product or service.

They Expect Friendly and Trusting Relationships

These customers prioritize personal **relationships**. They want to get to know the salesperson as an individual before committing to buy anything, which is in contrast to your tendency to keep things polite and diplomatic but on a professional level. They place a strong value on trust, as you do, but they are more likely to use friendly interactions to create this bond. In addition, they tend to devote much of the sales process to discussing feelings, opinions, and ideas that are not strictly related to the offering.

Understanding What Drives “S” Customers

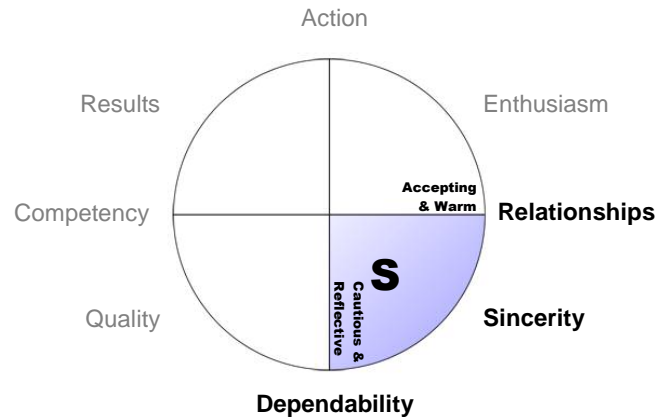
Everything DiSC® Sales Profile

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 contrast to your more reserved approach. In their desire to appease people, they may allow others to dominate the conversation, which gives the impression that they can be easily persuaded. These customers are unlikely to make a full commitment, however, unless they feel that they can really trust a person, and they look for salespeople with a thoughtful, genuine approach.



They Expect Trusting Relationships

These customers strive for the comfort of trustworthy **relationships** during the sales process, in contrast to your preference to emphasize facts. An “S” customer wants the security of knowing that you care about him or her as a person rather than just as a customer. These customers need to know that you are interested in their unique situations. They may share your tendency to be slow to open up to others, and they could look for others to reveal their personal sides first.

They Expect Dependability from the Salesperson and the Offering

“S” customers want assurances of **dependability**, as you do. Because these customers match your tendency to be naturally cautious, they need to know that you’ll be around to give them support if things don’t go as planned. Like you, they are also unlikely to be satisfied with vague promises or unexplained details. For this reason, specifics such as warranties, satisfaction guarantees, and service plans may provide the concrete reassurance they need.

Understanding What Drives “C” Customers

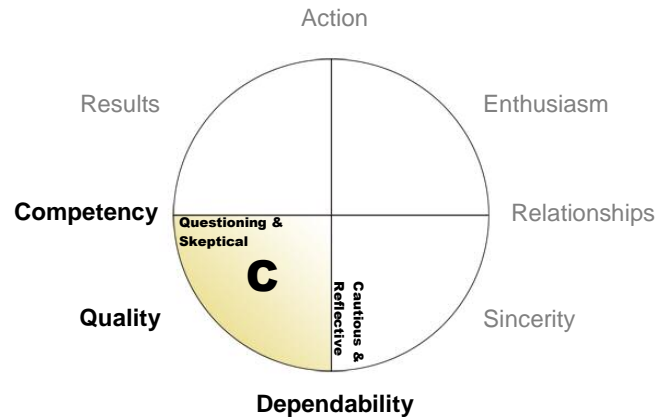
Everything DiSC® Sales Profile

Section II

What Do C Customers Prioritize?

They Expect High-Quality Products and Services

Like you, “C” customers value **quality**. They may analyze the specifics of a product or service and ask probing questions about its features. They’re unlikely to be satisfied with responses that fail to provide the details or evidence that they need to evaluate the effectiveness of an offering. In addition, these customers share your tendency to maintain high standards for solutions, so they have to be confident in the product or service’s merit before they commit to buy.



They Expect Dependability and Accountability

“C” customers look for **dependability** in products, services, and salespeople. Like you, 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 even more skeptical than you tend to be, and they want to be assured that people do not promise more than they can deliver. As such, they need to know that you’ll be around to take responsibility if things do not go as planned.

They Expect Competency and Expertise from Salespeople

“C” customers want to see **competency** during the sales process. They know their business, and they expect the same from salespeople. They like working with experts who can support their claims with evidence and details, as you tend to do. Furthermore, they like to see that a salesperson can talk through an idea in a logical and analytical manner, which may match your tendency to stick to facts and think carefully before making assertions.

Introduction to Adapting to Different Customers

Section III

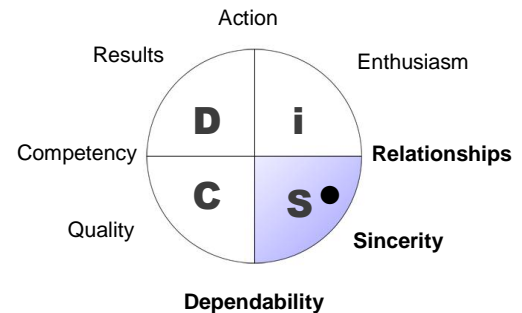
Everything DiSC® Sales Profile

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.

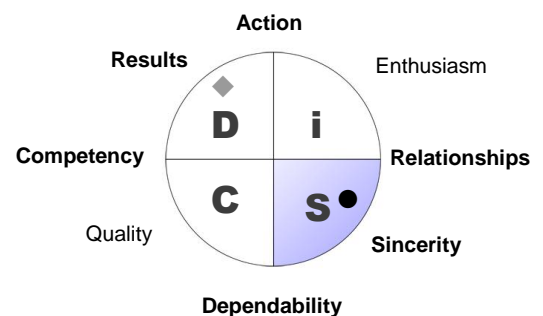
Your position on the DiSC® Sales Map indicates a natural inclination toward certain priorities, so you may find that adapting to customers with these same preferences is somewhat easy.

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 CS Style to “D” Customers

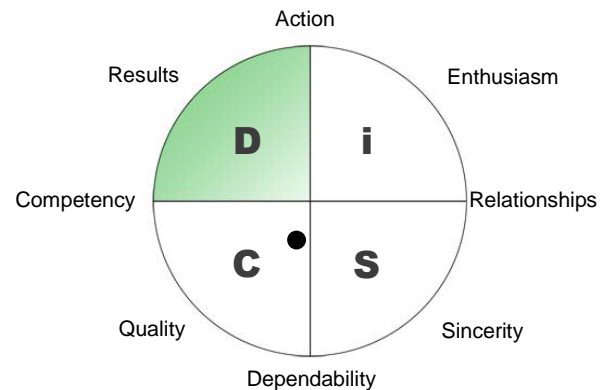
Everything DiSC® Sales Profile

Section III

Because you tend toward the CS style, you and the “D” 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, “D” customers tend to be

- More likely to move at a fast pace
- More interested in an immediate payoff
- More interested in groundbreaking or innovative ideas
- More decisive
- More willing to take control of the discussion
- More focused on the bottom line
- More blunt and aggressive
- Less likely to analyze the details
- Less cautious



Strategies for Interaction

Increasing Enthusiasm for the Process

“D” customers have a strong drive to get immediate results and achieve success quickly. Because they want to know about the concrete impact of your product or service, it may be helpful for you to spend less time expanding on the quality or intricacies of your offering and more time showing how you can affect their bottom line. These customers may strike you as intense in their quest for accomplishment, so be sure to emphasize how your product or service can help them to reach their goals.

- Show a desire to help them get immediate results
- Demonstrate how your offering can improve their bottom line
- Provide them with plenty of options and input

Building a Positive Relationship

“D” customers make quick decisions about whether a product or service can help them, so their desire for immediate action and forward momentum could clash with your more methodical and analytical tendencies. They may get impatient with your preference for offering details about dependability and stability, so it may be beneficial for you to summarize information as much as possible. Let them know that they can expect things to happen quickly.

- Get to the point
- Avoid getting bogged down in the details
- Show them how you can get things rolling quickly

Moving Toward Productive Action

“D” customers expect salespeople to be competent and self-assured. For this reason, they may dismiss your focus on sincerity and look for you to be straightforward and direct when communicating. These customers want to see if you can take control of the situation, getting things done without a lot of hassle on their part. If you project a “can-do” attitude, they’re more likely to have faith in your abilities.

- Gain respect by appearing confident
- Be prepared to answer tough questions
- Be frank when appropriate

Adapting Your CS Style to “i” Customers

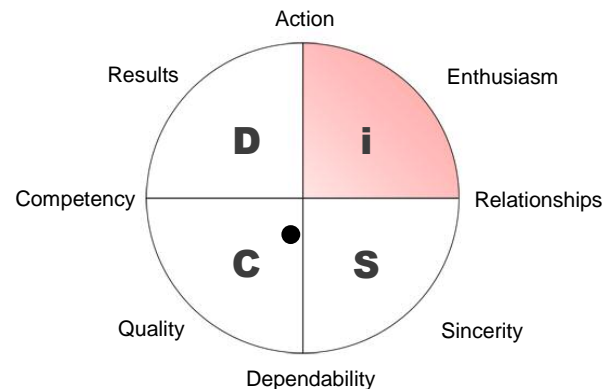
Everything DiSC® Sales Profile

Section III

Because you tend toward the CS style, you and the “i” 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, “i” customers tend to be

- More likely to keep things moving at a fast pace
- More interested in establishing a personal relationship
- More upbeat and enthusiastic
- More spontaneous and outgoing
- More interested in bold or daring plans
- More comfortable taking the lead in discussions
- Less interested in the details
- Less logic-focused and objective
- Less cautious
- Less likely to stay on topic



Strategies for Interaction

Increasing Enthusiasm for the Process

These customers are frequently energetic and upbeat, while you are more likely to be calm and logical. As a result, you may have difficulty matching the “i” customer’s high level of enthusiasm, and they may view you as too reserved or methodical. However, by reinforcing their naturally optimistic point of view, and by emphasizing the positive aspects of your product or service, you may get “i” customers to focus their energy on your offering.

- Capitalize on their natural optimism
- Communicate exciting possibilities
- Ask casual, open-ended questions that allow them to express their enthusiasm

Building a Positive Relationship

These customers want to get to know the salesperson behind the product or service before committing to it, which could clash with your tendency to keep the emphasis on business. While you may see their focus on a personal relationship as distracting, “i” customers may feel slighted if you rebuff their attempts at friendship. Therefore, consider accommodating their desire for small talk without letting them move to discussion too far away from business.

- Let them be the center of attention
- Answer their questions about you, if appropriate, before returning to business
- Show empathy when they express frustrations, doubts, or difficulties

Moving Toward Productive Action

These customers want to know about the exciting possibilities of a product or service so they can hit the ground running, which is in contrast to your tendency to emphasize the dependability and soundness of your offering. In addition, your tendency to carefully explain nuances and delve into details may cause them to lose interest in your product or service. Therefore, be sure to summarize information and play up the innovative or groundbreaking aspects of your offering in order to maintain the “i” customer’s interest.

- Give concise summaries rather than detailed information
- Communicate new possibilities and innovation
- Keep the sales process moving along as quickly as you can

Adapting Your CS Style to “S” Customers

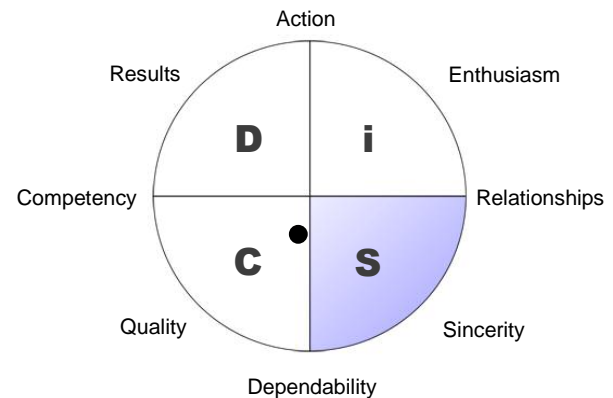
Everything DiSC® Sales Profile

Section III

Because you tend toward the C style but also lean toward S, you and the “S” 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, “S” customers tend to be

- More focused on a friendly relationship
- More interested in people’s emotional needs
- More accepting and welcoming toward others
- Equally likely to take things at a slower pace
- Similarly interested in maintaining steady progress
- Equally focused on the consistency and dependability of products and services
- Less likely to confront problems objectively
- Less analytical and logic-focused



Strategies for Interaction

Addressing the Need for Sincerity

“S” customers want to know that you have their best interests in mind. As such, they will respond positively to your tendencies to give them space and to avoid pressuring them. However, you may rely more on logic and data than these customers do, and your reserved nature may cause them to have trouble accepting that what you say is genuine and heartfelt. It may be helpful, therefore, for you to express your feelings about their situation in personal terms rather than in a strictly logical manner.

- Make clear that you empathize with their problems and concerns
- Show that you’re willing to listen
- Encourage them to express their own thoughts

Building a Trustworthy Relationship

“S” customers want to establish a friendly relationship with people before they make a commitment, while you are somewhat more likely to focus on objective matters such as the quality of your product or service. You can put them at ease, however, by reciprocating their efforts and trying to get to know them better. This may involve digging for their deeper concerns or relating some personal stories of your own.

- Explore their doubts, because they may be hesitant to tell you their real issues
- Respond to their efforts to get to know you, to the degree that you feel comfortable
- Be informal, casual, and low pressure when appropriate

Giving Assurances of Dependability

“S” customers are cautious decision makers, so your tendency to emphasize stability and careful planning may resonate with them. In addition, these customers may appreciate your tendency to lay out information in a systematic, clear manner. Build upon their trust by showing them that you stand behind your product or service, and point out the specific ways in which your offering is the most dependable.

- Give them the details and documentation they need
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security
- Emphasize the stability and predictability of your offering

Adapting Your CS Style to “C” Customers

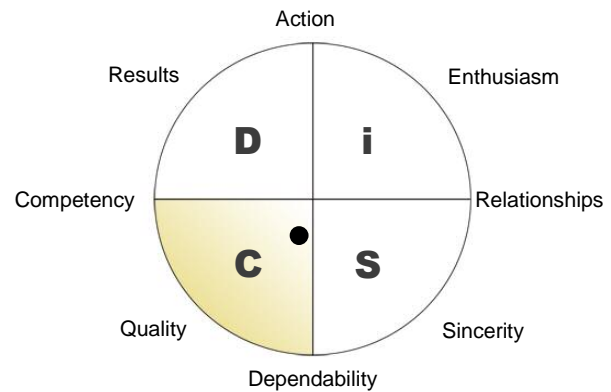
Everything DiSC® Sales Profile

Section III

Because you tend toward the C style but lean toward S, you and the “C” customer may have both similar and 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 questioning or challenging
- More analytical and logic-focused
- Equally likely to move at a slower pace
- Similarly focused on the quality of products and services
- Equally interested in the details
- Similarly focused on the dependability of products and services
- Less sensitive to people’s emotional needs
- Less concerned with coming across as sincere or genuine



Strategies for Interaction

Emphasizing High Quality

“C” customers want to be assured that they are committing to the best, so they may scrutinize any offering for flaws or deficiencies. These customers will appreciate that you encourage them to analyze the offering to their satisfaction. In addition, these customers will respond well to your tendency to offer evidence for your claims and back up your assessments with objective proof.

- Have as many details and facts at your fingertips as possible
- Demonstrate your high standards for quality
- Emphasize the superior aspects of your product or service

Displaying Expertise and Competency

“C” customers like to work with salespeople who present their offerings in a logical and rational manner, which matches your tendency to use facts and figures to make your case. These customers also expect a high level of expertise from salespeople. Give them a chance to see how much experience you’ve had in your field to help them trust that you know your business.

- Use a factual, somewhat unemotional approach
- Provide the logic and reasoning behind your suggestions or conclusions
- Give them the chance to show their own competence and knowledge

Addressing the Need for Dependability

“C” customers tend to be rational and cautious decision makers, so they tend to shy away from feel-good options in favor of solid long-term choices. Because you usually share their interest in dependable solutions, you may understand their need to digest information thoroughly and methodically before making a commitment. These customers also want time to analyze the specifics, so it may be helpful for you to give them space to study your offering’s history or discuss your track record.

- Encourage them to analyze the information you’re presenting
- Use examples of dependability from the past
- Give them time to reflect on the details, but not so much space that they fail to commit

DiSC[®] Customer Interaction Mapping

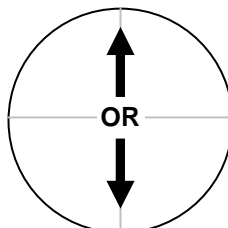
Everything DiSC[®] Sales Profile

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)

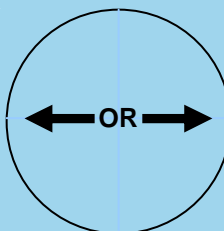
Fast-paced & Outspoken



Cautious & Reflective

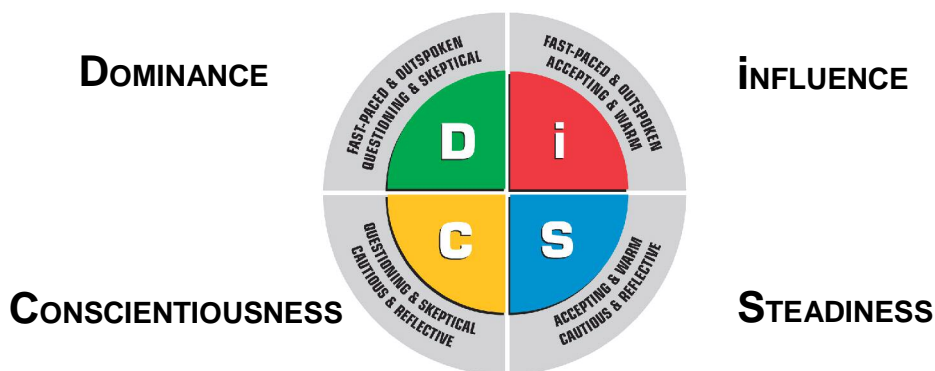
Second, consider whether this customer also tends to be more:
(Circle a group of words on the left or right)

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?