

SALES PROFILE



ASSESSMENT TO ACTION.

Susan Stamm

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The TEAM Approach, Inc
2174 Old Philadelphia Pike
Lancaster PA 17602
717/672-0425 800/864-4911
<http://www.teamapproach.com>



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Introduction

Everything DiSC[®] Sales Profile

The 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 Everything 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 sales style based on your position on the Everything 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 Everything DiSC Sales Map, and provides information on recognizing these styles and understanding their priorities.

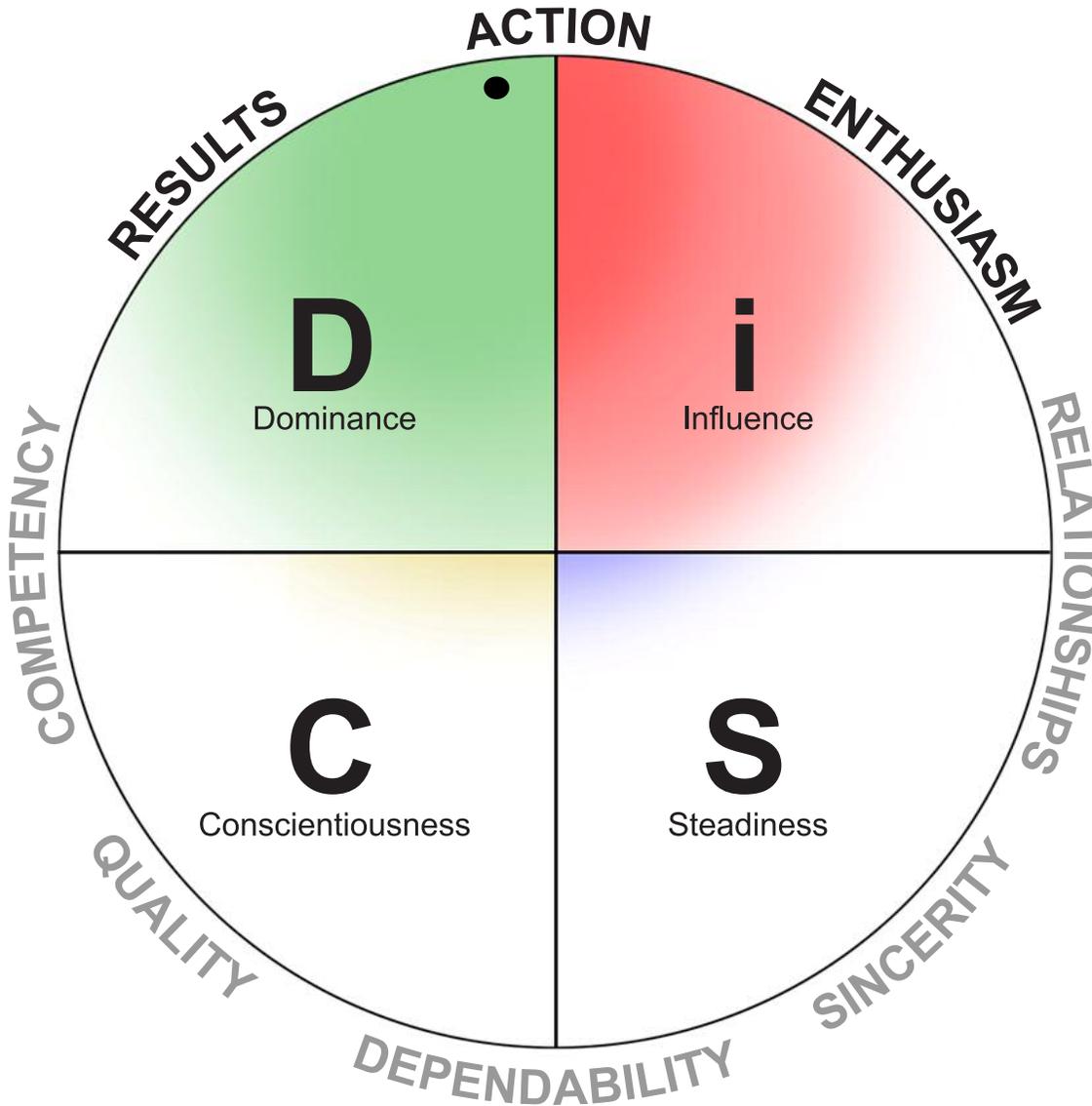
Section III Adapting Your Sales Style to Your Customer’s Buying Style

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

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 Everything 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.



Susan, the picture above shows you on the DiSC Sales Map. The black dot indicates that you tend toward the Dominance (D) region of the map, and somewhat toward the Influence (i) 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.

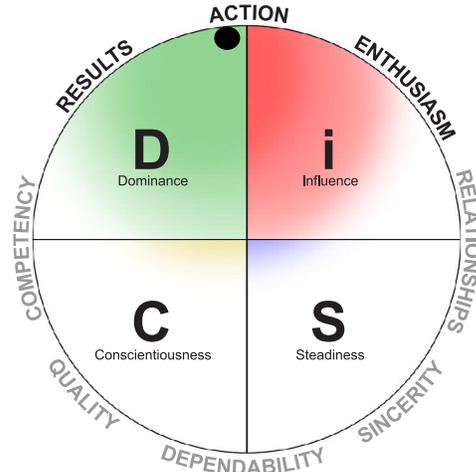
Your Sales Priorities

Everything DiSC® Sales Profile

Section I

Susan, because you tend toward the D and i regions of the map, you're probably direct, outspoken, and adventurous. Most likely, you place a high value on taking action, showing passion, and winning.

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



Taking Action

You tend to keep the sales process moving briskly forward, and you may emphasize the benefits to your customer of committing quickly to your product or service. You probably let customers know that you can deliver what they want when they want it, without getting bogged down in unnecessary details. In addition, you usually make clear to your customers that they won't have to worry about delays or inconveniences, and that your offering can provide the immediate payoff they want.

Getting Results

You probably seek to get customers excited about the immediate impact that your product or service will have upon their business. You tend to emphasize the innovative aspects of your offering, and you likely focus on how the customer's bottom line can improve with your help. You probably avoid going into details or getting bogged down in specifics, preferring instead to emphasize the groundbreaking benefits of your product or service and how it will help customers achieve their goals.

Offering Enthusiasm

You likely come across as driven and energetic to customers, while displaying a passion for your product or service. You tend to be optimistic about your ability to transform the customer's business, and you usually emphasize those aspects of your product that are most likely to grab the customer's attention. In addition, your frequent determination to help customers and gain their commitment may help you to remain upbeat and energized even if you encounter problems or difficulties during the sales process.

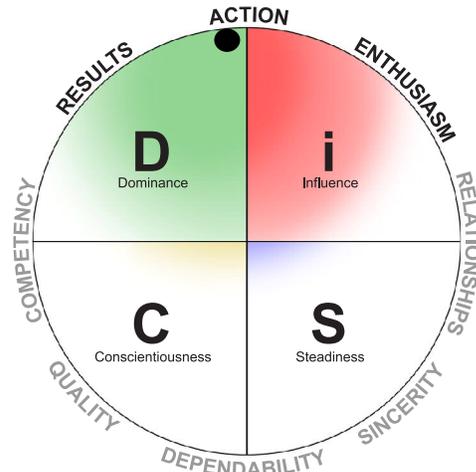
Your Sales Strengths

Everything DiSC® Sales Profile

Section I

Susan, because you tend toward Dominance and somewhat toward Influence, you probably come across as self-assured, persuasive, and dynamic to your customers. You likely show people how your offering can affect their bottom line and get them solid **results**. You tend to be direct and persistent without coming across as rude, and because you are **action**-oriented you may help customers get excited about bold opportunities.

You probably project confidence and **enthusiasm** when you interact with customers. You tend to be personable and charming, and thus you may be 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 find a way to get discussions back on track after small talk
- I'm energetic and don't waste the customer's time
- I keep customers on track and moving forward
- I feel confident in taking the lead in discussions with customers
- I'm rarely at a loss for words

Enthusiasm

- I'm friendly but focused in discussions with customers
- I balance customers' emotional needs with their business goals
- I put customers at ease without resorting to sugarcoating the truth
- I'm persuasive and confident
- I get customers excited about new opportunities
- I don't get discouraged easily in sales situations

Results

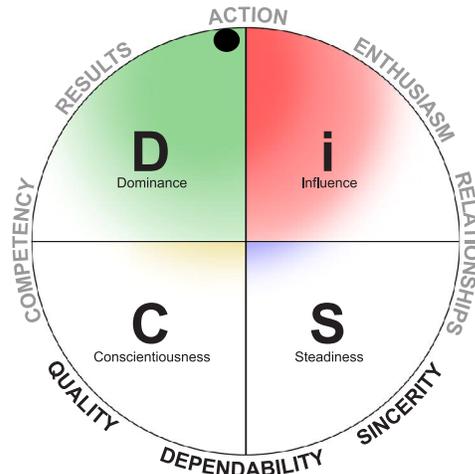
- I get my customers to think about the bottom line
- I'm persistent and assertive in securing the sale
- I can quickly see what customers need
- I focus on the big picture

Your Sales Challenges

Everything DiSC® Sales Profile

Section I

If you look at the Everything 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, results, and enthusiasm over **dependability**, **quality**, and **sincerity**. In other words, you may neglect to reassure customers that your product is sound and that you will be available for follow-up. Further, you may presume that you have their trust before you have earned it.



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 refuse to change my approach even if it is not working
- I sometimes promise more than I can deliver
- I may seem a little intense to shy or reserved customers
- I may rush customers to commit before they are ready

Quality

- I may gloss over details when I'm describing the big picture
- I may appear overly optimistic about what I'm selling
- I show irritation or impatience with customers who can't make up their minds
- I sometimes fail to give customers time to reflect or analyze the situation

Sincerity

- I can become insistent if I don't get the answer I want
- I may appear bored if customers do most of the talking
- I may be dismissive if I don't agree with the customer's decisions
- I may rely too heavily on my personal charm with customers
- I sometimes try to dominate the discussion with customers
- I may become frustrated if customers are slow to follow my lead
- I can come across as aggressive or pushy

Recognizing the DiSC® Buying Styles

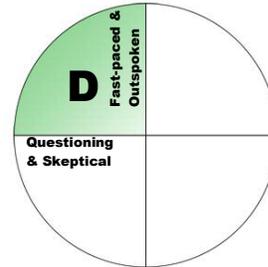
Everything DiSC® Sales Profile

Section II

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

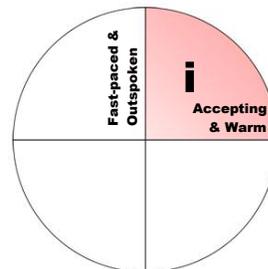
D Buying Style

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.



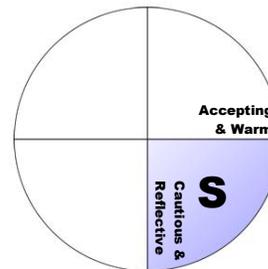
i Buying Style

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.



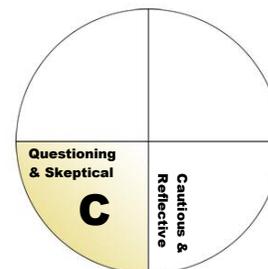
S Buying Style

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.



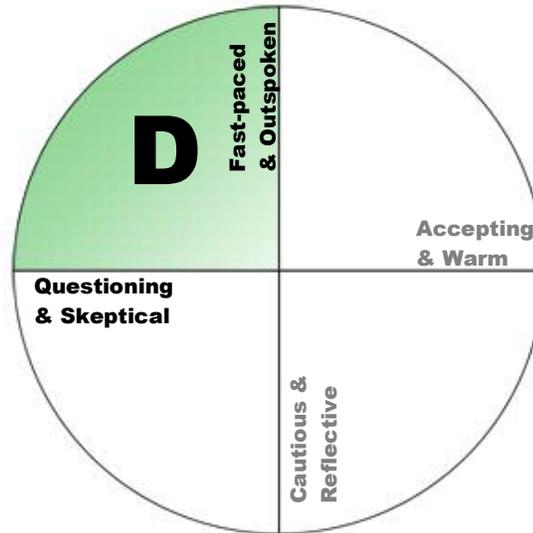
Recognizing the “D” Buying Style

Everything DiSC® Sales Profile

Section II

Like you, “D” customers are **fast-paced** and **outspoken**. You will probably notice that these customers share your tendency to be up front with people and move quickly toward decisive action. However, while you are likely to tap into your high energy to work on establishing a personal relationship, “D” customers will keep their focus on the bottom line. In such cases, they may reject your efforts to get to know them better, and they will steer the discussion back to what your product or service can do for them.

Because you also tend toward D but also toward i, you may notice that these customers are somewhat more **questioning** and **skeptical** than you are. They may need to be convinced that a product or service is as good as presented, and they are unlikely to accept that your offering fits their needs just because you say so. Their tendency to question every claim and express open disbelief may seem excessive or confrontational 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

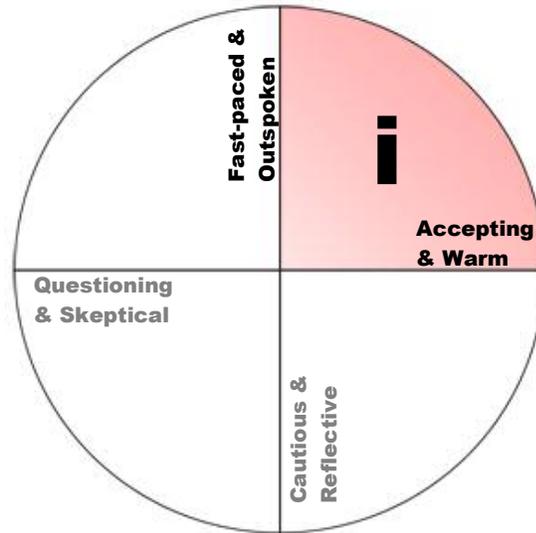
Section II

Like you, customers who tend toward i are **fast-paced** and **outspoken**. They are enthusiastic about sharing ideas and feelings, and they need little prompting to express their opinions. Furthermore, “i” customers get excited about potential breakthroughs, and they may be very interested in products or services that can lead to innovative developments. While you probably appreciate the openness and passion of the “i” customer, however, you may be more interested in getting down to business. As a result, you may find their tendency to bring up topics not even remotely related to the sales process to be distracting.

Because you tend toward D but slightly toward i, you may find that these customers are more **accepting** and **warm** than you are. They are eager to meet new people, and while you, too, might spend some time establishing connections, you may find their continued attempts to socialize or make small talk to be over the top.

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



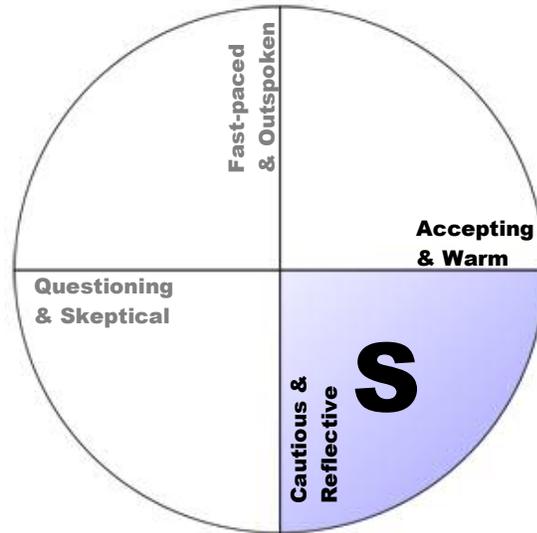
Recognizing the “S” Buying Style

Everything DiSC® Sales Profile

Section II

“S” customers have a very **accepting** and **warm** demeanor, while you are probably more likely to question new ideas. You will probably notice that these customers are pleasant and polite, and they make an effort to really listen to others. While you usually are comfortable interacting with people and getting to know them, you may notice that “S” customers have a much stronger drive to accommodate others or make them comfortable. These customers want to come across as friendly and agreeable, so they will probably let you take the lead in discussions.

Because you tend toward D and i, you may observe that these customers have a slower, more careful pace than you do. These customers are more **cautious** and **reflective**, which may clash with your tendency to move quickly and seek bold ideas. As such, you may notice that they seem uncomfortable with the innovative or groundbreaking applications of your product or service. This is because “S” customers are more interested in dependable offerings that help them maintain the status quo, which may strike you as timid or unadventurous.



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

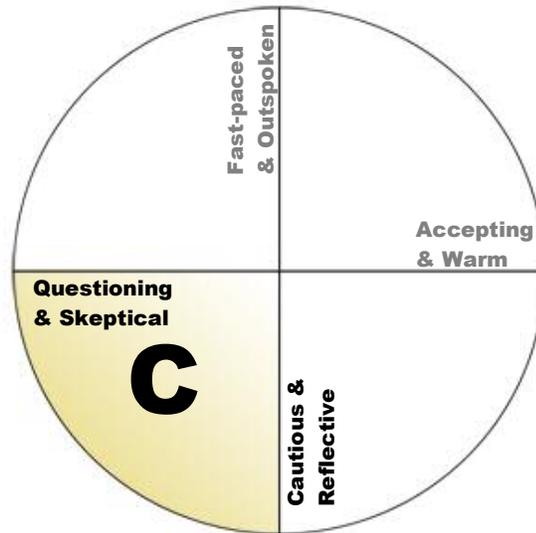
Section II

Like you, “C” customers tend to be **questioning** and **skeptical**. However, while you focus your questions on the big picture, they want to know all the details. These customers need to be convinced of a product’s quality and worth, and they may ask for persuasive evidence in the form of case studies, well-researched data, and solid facts. “C” customers are not satisfied with vague answers, and they may request a lot of highly detailed information. As a result, you may see them as nitpicky.

Because you tend toward D and i, you may observe that these customers do not share your preference to be fast-paced and action-oriented. They are more **cautious** and **reflective**, so they want time to go over their options and examine every nuance. As such, they are not interested in getting to know people better, as you sometimes are, and they may not appreciate your tendency to emphasize bold and innovative results. To you, this may seem short-sighted or impersonal.

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

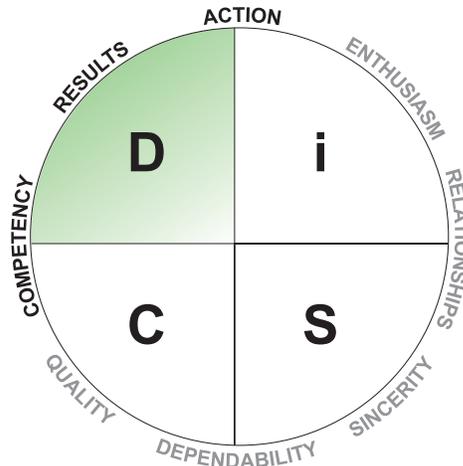
Everything DiSC® Sales Profile

Section II

What Do D Customers Prioritize?

They Expect Bottom-Line Results

Like you, “D” customers prioritize concrete **results**. They want to know the direct effect that a product or service will have on their business. “D” customers look for immediate developments and quick, uncomplicated returns on their investments. While you may work to build a personal connection first, these customers, in contrast, may see these efforts as attempts to schmooze them, and they may display impatience, especially with vague or exaggerated assurances. “D” customers keep their goals in mind, and they base decisions on how it helps them to achieve practical and concrete success.



They Expect Competency From a Salesperson

“D” customers prioritize **competency** in both themselves and others. As with you, this often translates into respect for confidence and a “can-do” approach. These customers want to know that people will fulfill their side of the deal, and they are less likely than you are to 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. 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. 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, 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

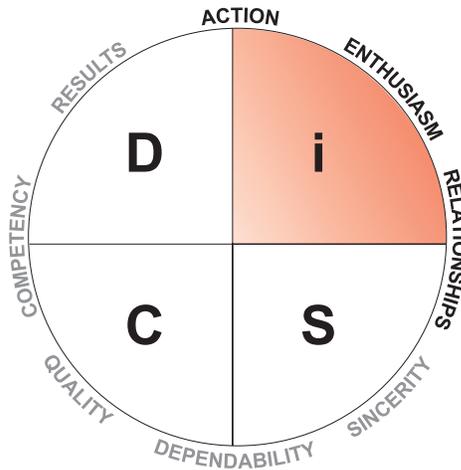
Everything DiSC® Sales Profile

Section II

What Do i Customers Prioritize?

They Expect Enthusiasm and Excitement

Customers who tend toward i appreciate **enthusiasm**, and for this reason, they want to feel excited about a product or service. Like you, they need to be inspired by an idea to fully commit to it, but they are more likely than you are to rely on their intuition to tell them if an offering is what they are looking for. These customers may respond well to salespeople who are passionate about their own products or services. When deciding on a purchase, 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

Like you, “i” customers appreciate **action**, and they may agree with your emphasis on options that will provide an immediate and energizing impact. They want to know those key points of a product or service that will help them to reach their intuitive decisions. In addition, these customers may share your distaste for lengthy analyses or excessive detail, and they may view 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

Compared to you, however, the “i” customer places a higher priority on personal **relationships**, which means that 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, but they are more likely to rely on friendly interactions to create a personal bond. As such, they tend 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 focus on the bottom line.

Understanding What Drives “S” Customers

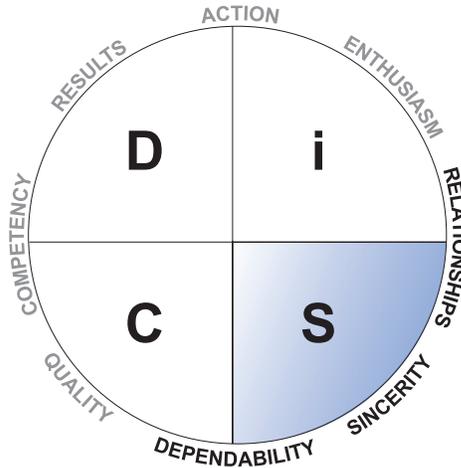
Everything DiSC® Sales Profile

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 trust a person. It may be difficult for you to imagine how much time and energy they require to feel that your interest in their needs is genuine, because this contrasts with your usual bottom-line, high-energy approach.



They Expect Trusting Relationships

These customers look for the comfort of trustworthy **relationships** during the sales process. An “S” customer wants the security of knowing that you care about him or her as a person rather than just as a customer. They want salespeople to slow down and express interest in their unique situations, which is in contrast to your tendency to keep the sales process moving briskly forward. They may be slow to open up, but “S” customers will usually respond well if other people 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 attraction to daring or innovative ideas. They need to know that you’ll be around to give them support if things don’t go as planned, and because unexplained details make them nervous, they will probably not share your tendency to skim over the 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

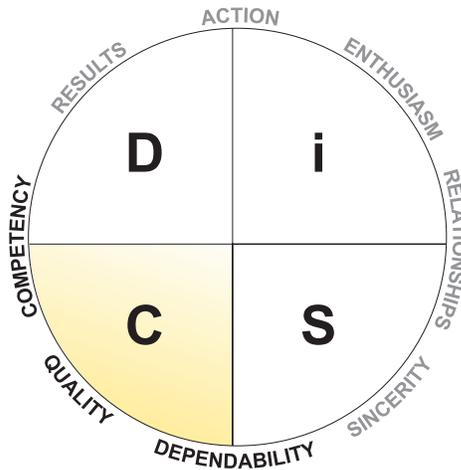
Everything DiSC® Sales Profile

Section II

What Do C Customers Prioritize?

They Expect High-Quality Products and Services

“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 challenging or aloof 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 create innovative solutions that will quickly affect the bottom line.



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 somewhat more skeptical than you tend to be, and they want to be assured that you do not promise more than you can deliver. 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. They like working with salespeople who can support their claims with evidence and details, which is in contrast to your tendency to move forward quickly and promote bold solutions. They like to see people talk through an idea in a logical and analytical manner, while you are more likely to take an enthusiastic and daring approach.

Introduction to Adapting to Different Customers

Section III

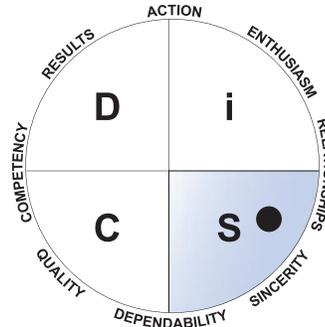
Everything DiSC® Sales Profile

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.

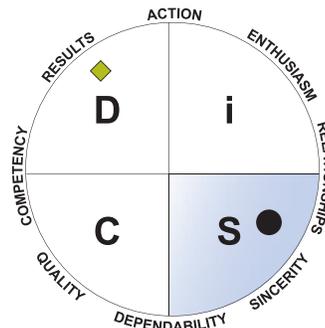
Your position on the Everything DiSC® Sales Map indicates a natural inclination toward certain priorities, so you may find that adapting to customers with these same preferences is somewhat easy.

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 Di Style to “D” Customers

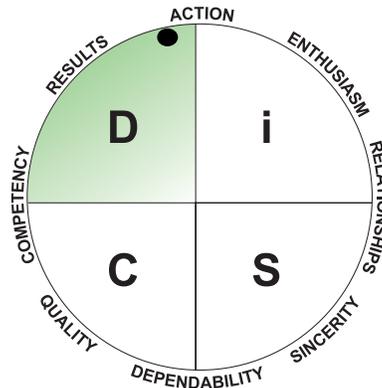
Everything DiSC® Sales Profile

Section III

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

Compared to you, “D” customers tend to be

- More likely to get right to the point
- More likely to question others’ conclusions
- Similarly interested in the bottom line
- Just as likely to keep things moving at a fast pace
- Similarly eager to look at new ideas or products
- Equally interested in bold or daring plans
- Less likely to participate in small talk
- Less likely to appear enthusiastic



Strategies for Interaction

Addressing the Need for Results

“D” customers have a strong drive to get immediate results and achieve their goals. Because you tend to share this preference for accomplishment, you may emphasize those concepts that will have the biggest impact on the customer’s success. However, because you tend to spend more time building excitement, 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 show them how you can help them to make an impact quickly.

- Express 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 are more likely than you are to press for short answers and make quick decisions, so you may need to avoid going off on tangents or becoming caught up in your enthusiasm for new ideas. Instead, let them know that they can expect immediate action and won’t have to wait to get things moving.

- Get to the point
- Create an urgent, rapid pace
- Give them brief summaries

Proving Your Competency

“D” customers want to work with people who simply do what they say without a lot of talk. For this reason, they may distrust people who are overly enthusiastic or exuberant. Therefore, let them see your straightforward, down-to-business attitude. Be as confident and self-assured as you can without coming across as arrogant, and avoid struggling with them for the right to steer the conversation.

- Gain respect by being confident and no-nonsense
- Show respect for their authority
- Be prepared to answer even tough questions directly

Adapting Your Di Style to “i” Customers

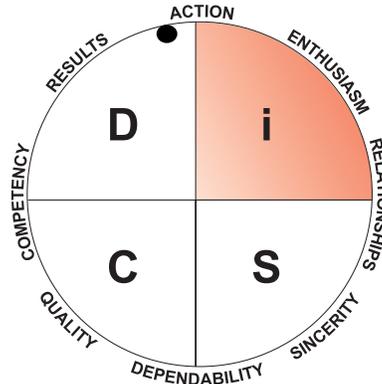
Everything DiSC® Sales Profile

Section III

Because you tend toward the D style but lean toward i, 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 sensitive to people’s emotional needs
- Just as likely to keep things moving at a fast pace
- Similarly eager to look at new ideas or products
- Equally interested in bold or daring plans
- Similarly optimistic
- 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, so they respond best to people who can match their enthusiasm. You tend to display excitement for your own product or service, and by emphasizing the positive, you may encourage “i” customers to become interested in your offering. However, you are probably more driven and results-oriented than they are, so it may be up to you to keep the discussion from becoming so spirited that it loses focus or goes off on tangents.

- Use an upbeat, animated approach
- Allow your interest in your offering to come through
- Stay optimistic and positive

Building a Positive Relationship

These customers want to get to know the salesperson behind the product or service before committing to the sale, which could occasionally clash with your tendency to focus on results. Although you are probably open and lively, you may not share the “i” customer’s desire for friendship. It may be helpful for you, therefore, to allow time for socializing, remembering to bring the focus back to business if the small talk starts to get you off track.

- Ask open-ended questions that allow them to tell their stories
- Display empathy and reassurance when they express frustrations, doubts, or difficulties
- Answer questions about you, if appropriate, before getting back to business

Moving Toward Productive Action

These customers want to quickly learn what innovations or improvements a product or service can offer them. They do not want to dwell on specifics or complicated analyses, so your preference to summarize information and present brief overviews will likely suit their needs. You can also capitalize on your tendencies by focusing on creative or groundbreaking concepts that capture the “i” customer’s attention.

- Keep the sales process moving forward quickly
- Communicate passion for new possibilities
- Emphasize the innovative aspects of your product or service

Adapting Your Di Style to “S” Customers

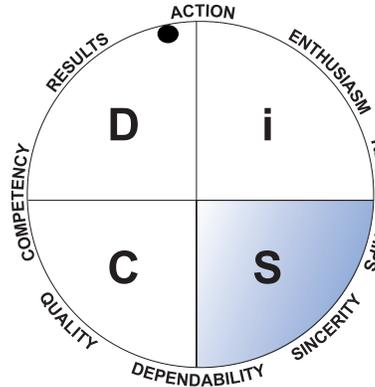
Everything DiSC® Sales Profile

Section III

Because you tend toward the Di 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 cautious about making decisions
- More likely to yield to pressure
- More fearful of change
- More focused on the consistency and dependability of products and services
- More likely to let someone else take the lead in discussions
- More interested in maintaining steady progress
- Less concerned about bottom-line results
- Less interested in making innovative breakthroughs
- Less likely to take risks
- Less enthusiastic and expressive



Strategies for Interaction

Addressing the Need for Sincerity

“S” customers have a high need for sincerity during the sales process. In contrast, you tend to be enthusiastic and forceful in your quest for success, so you may overwhelm these customers at times. Therefore, you may need to tone down your frequently passionate approach and devote the time and energy to take a thoughtful, genuine look at these customers’ concerns.

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

Building a Trustworthy Relationship

The “S” customer believes that getting to know someone is an essential part of the sales process, and while you may enjoy interacting with people, it is probably less important to you in a sales situation. In essence, your focus on results may clash with the “S” customer’s needs to establish a personal bond. As such, you may want to tap into your enthusiastic, sociable nature in order to put these customers at ease before pushing the sales process forward.

- Ask them questions and give them space to talk
- Provide assurances of support during and after the sale
- Avoid relating everything to business

Giving Assurances of Dependability

“S” customers are cautious decision makers who may be wary of your tendency to promote innovation or daring ideas. They dislike rapid changes, so they may not respond well if you press for immediate action or promise to take their business in a new direction. Instead, they want to know that you stand behind your product or service, and they will react positively if you slow down and show them how it will help them in the long term.

- Avoid emphasizing radical changes
- Provide concrete demonstrations when appropriate
- Emphasize the stability and predictability of your offering

Adapting Your Di Style to “C” Customers

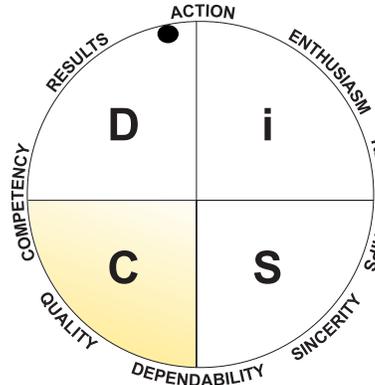
Everything DiSC® Sales Profile

Section III

Because you tend toward the Di 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 analytical and logic-focused
- More focused on the quality of products and services
- More introspective
- Less focused on results
- Less interested in controlling the discussion
- Less likely to rely upon intuition or gut instinct



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. As such, don’t spend time enthusiastically promoting innovative or groundbreaking ideas until you first convince them that your offering meets their high standards. To do this, you may need to slow down your quick pace and spend time on the nuances of your product or service.

- Have as many details and facts at your fingertips as possible
- Be prepared to offer proof to support your claims
- Emphasize the superior aspects of your product or service

Displaying Expertise and Competency

“C” customers expect a high level of professionalism from salespeople. These customers want to stick to business and study the task at hand, and they may believe that you lack focus if you display a great deal of enthusiasm or take the discussion into personal territory. Therefore, it may be helpful for you to tone down your passion for your product or service and make sure you have evidence to support your assertions.

- Earn their trust and respect by showing them that you are competent and knowledgeable
- Use a healthy dose of logic when presenting information
- Avoid being too friendly or familiar too quickly because it will be interpreted as manipulative

Addressing the Need for Dependability

“C” customers are very logical and rational, so they 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. It could be beneficial, then, to slow down and avoid pushing for quick commitments in favor of letting them know that you can be counted upon to consider their long-term needs.

- Provide the reasoning behind your suggestions or conclusions
- Avoid rushing them for decisions
- Highlight the availability of guarantees, warranties, or service plans

Everything DiSC® Customer Interaction Mapping

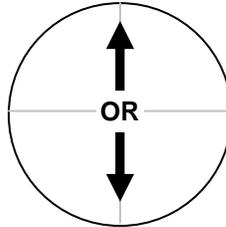
Everything DiSC® Sales Profile

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)

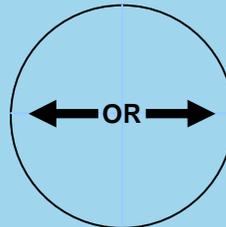
Fast-paced & Outspoken



Cautious & Reflective

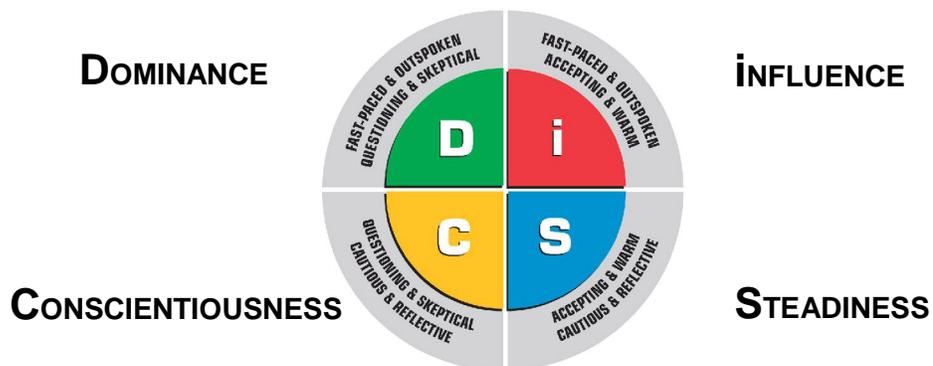
Second, consider whether this customer also tends to be more:
(Circle a group of words on the left or right)

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)



Everything 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?