

DiSC[®]-Powered Selling

This Sample Participant Workbook contains selected portions of an Individualized Participant Workbook. An Individualized Participant Workbook is generated from EPIC after the respondent completes the questions of the corresponding learning model.

Prepared exclusively for:

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This Participant Workbook provided by:

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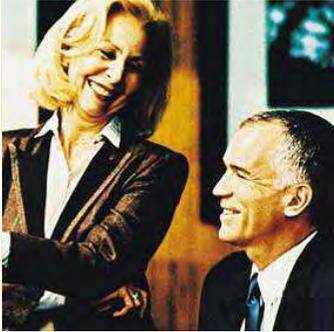
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Icebreaker: Identifying Your Selling Approach

Goals

- Introduce yourself and your basic approach to selling.
- Discover the similarities and differences among selling styles.

As salespeople, we probably all have different “tricks of the trade” that we use during customer interactions. However, when it comes to the way we approach customer relationships, we can condense all of that variation into four basic approaches.

Notes:

Selling Approach



Supportive, Cooperative:

Asking in a calm, accepting manner. Expecting the buyer to progress steadily toward a decision as the relationship develops.



Expressive, Relationship:

Telling in an expressive, accepting manner. Expecting the buyer to be quickly influenced by the relationship.



Analytical, Deliberative:

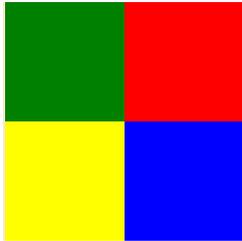
Asking in a controlled, logical manner. Expecting the buyer to decide after all the facts are available and results have been projected.



Direct, Results-Oriented:

Telling in a strong, direct manner. Expecting the buyer to quickly decide based upon key data and perceived benefits and results.

Notes:



Getting Familiar with Your DiSC® Style

Goals

- Discover your DiSC® style.
- Understand the characteristics of your highest DiSC dimension.

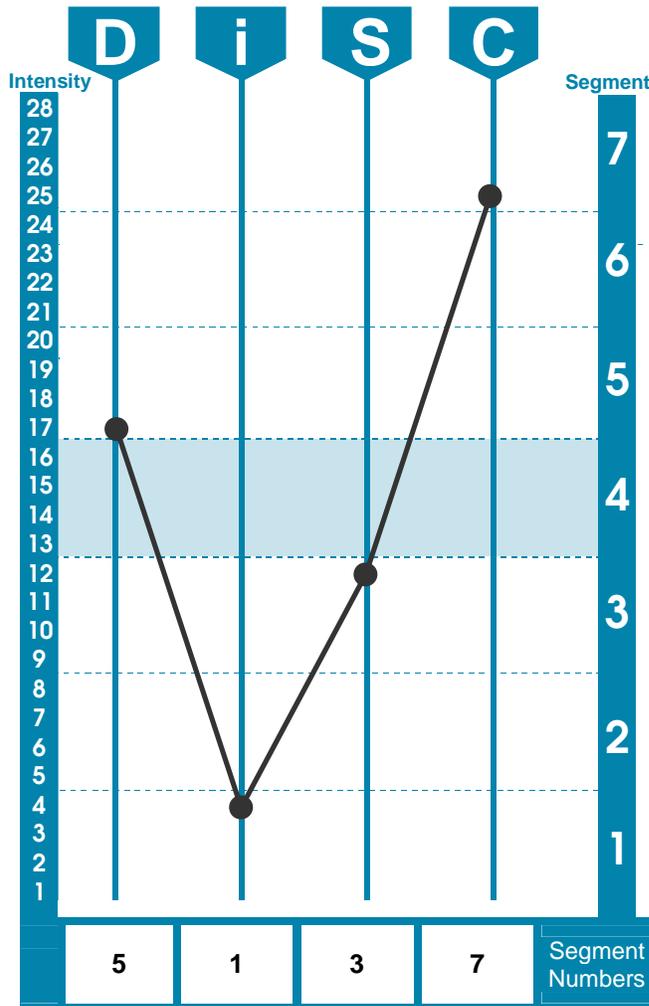
If you're like most people, you have many different interpretations of yourself. There are a lot of ways to look at ourselves, some which are more useful than others in helping us develop successful business relationships. The DiSC® model can help us find out more about what makes us tick and how we relate to others.

Notes:

Your DiSC® Graph

This is your DiSC® graph, which shows your scores on each of the DiSC dimensions based on your prework. The highest point on this graph represents your primary DiSC style. You may have more than one primary style.

The exact combination of your DiSC scores offers insight into your behavior.



- D Active & Questioning**
Fast-paced, assertive, and results-oriented

- i Active & Accepting**
People-focused, enthusiastic, and sociable

- S Thoughtful & Accepting**
Accommodating, patient, and even-tempered

- C Thoughtful & Questioning**
Private, analytical, and logic-focused

Your Highest DiSC® Dimensions

This is an overview of your primary DiSC® style or styles. Personalize your feedback by putting a [✓] checkmark next to things that are like you, an [X] by things that are not like you, and a [?] question mark next to things that you aren't sure about.

Payton, you are high in the Conscientiousness dimension. As a result, you most likely work steadily within the existing circumstances to ensure quality and accuracy.

Those who are strong in Conscientiousness ("high C's") like to be precise and keep their focus on key details while working in an environment that values quality and accuracy. High C's like to be accurate and orderly, and they make decisions in an analytical way. They prefer to control factors that affect their performance and seek opportunities to demonstrate their expertise. They also like to be recognized for their skills and accomplishments.

High C's tend to be analytical thinkers who relish asking, "Why?" It's probably important for them to understand the parameters of a problem before they tackle it. Once the task is clear, people who are high in Conscientiousness tend to use a systematic approach to solve the problem. In all likelihood, their goal is to achieve superior results.

Clearly defined performance expectations are critical for high C's, so they may try to avoid surprises and request specific feedback on how they are doing. They may also crave a work atmosphere that is reserved and businesslike, and that gives them the time to do the careful planning that they prefer.

When working with others, those high in Conscientiousness tend to be diplomatic and use an indirect approach to avoid conflict. Developing a higher tolerance for dissension could make them more effective. They may also find it helpful to have colleagues who are able to initiate and facilitate discussions, and to state controversial opinions.

High C's often want to assure the accuracy of their work. In a fast-paced environment, however, their focus on maintaining such high standards can backfire. In this case, they may need colleagues who can provide quick decisions.

Because those high in Conscientiousness tend to adhere strictly to rules, they may be hampered when compromises become important to a successful outcome. They may benefit from working with those who view policies and procedures as guidelines rather than edicts.

High C's tend to put a premium on accuracy, so they may often become overly critical when assessing co-workers. They may also be hesitant to delegate important tasks. It may help them to learn to respect others' personal worth as much as their accomplishments, thereby encouraging an atmosphere of teamwork.



Communicating with the Four DiSC[®] Buying Styles

Goals

- Understand the preferences of each customer style.
- Recognize the importance of adjusting your communication when selling in order to meet customers' different needs.
- Identify strategies to communicate effectively with each of the customer styles.

It's important to keep in mind that customers have different goals, fears, motivations, and ways of seeing the world. Their preferences may or may not line up with our own.

Understanding their different needs and adjusting our communication appropriately is the best way to build the trust needed to gain commitment for the sale.

Notes:

Signs of Ineffective Communication

How do you know when your communication is unproductive or ineffective with a customer?

What are some of the outcomes?

Notes:

Ineffective Selling to an “S”

Notes about the meeting between Ansa and Brian:

How did Ansa perceive Brian’s communication during the meeting?



Brian



Ansa

What did Brian do that was ineffective?

Notes:

Communicating with “S” Customers

Your high-C (Conscientiousness) style may give you a distinct advantage in certain aspects of this sales relationship.

- Because you have a rational and controlled style, most high-S customers will regard you as reliable and stable.
- Most high-S customers will appreciate the time you take to present your logic in a careful, systematic manner.
- Because you have a low-pressure approach, these customers will feel they have the space to think about their decisions.

In other respects, however, your high-C style may cause problems when selling to high-S customers.

- Some high-S customers may feel that your sales approach is a little detached or impersonal.
- You may become frustrated if these customers are still indecisive after you have reviewed all of the logical reasons to buy.
- These customers may want a little more empathic reassurance than you are naturally inclined to give.

Strategies to consider:

- Be informal, casual, and low pressure when appropriate.
- Show warmth and sincerity.
- Give them some space to get comfortable with a decision, without giving them so much time that they never commit to a decision.
- Present information in a methodical, step-by-step manner.
- Give them the details and documentation they need.
- Emphasize the stability and predictability of your offering.
- Use examples from the past.
- Provide concrete demonstrations when appropriate.
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security.
- Because they may be hesitant to tell you their real concerns, take time to probe their doubts.

Notes:



Recognizing the Gaps Between You and a Key Customer

Goals

- Identify the DiSC® style of a key customer.
- Explore differences and similarities between your style and that of the key customer.
- Practice adapting to the style of this customer.

We can usually tell quite a bit about people by simply observing their behavior. We can be more effective if we take this knowledge and use it to adapt our own selling behavior to meet their needs.

Notes:

Your Key Customer's Style

Think about your current sales goal. Select a key customer who you will need to succeed with to achieve this goal. Write his or her name below.

Key Customer Name: _____

Think about a specific situation related to your sales goal that involves interacting with this key customer. In the space that follows, identify your focus situation.

The DiSC[®] style that best corresponds with your key customer:

Notes:

Exploring Gaps and Similarities

How are you most similar to your customer? Give an example of when this similarity was evident.

What is the greatest gap between you and your customer? Give an example of when this difference was apparent.

If you share the same style as your customer, what other challenges might arise because of this similarity? Give an example.

Notes: