



EVERYTHING DiSC® SALES CUSTOMER INTERACTION MAP



Your Company
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Prepared exclusively for:

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Adapting Your S Style to Kenneth Bates, Your “D” Customer

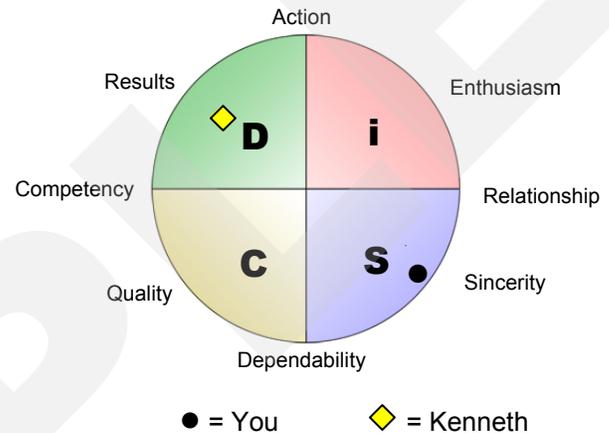
Everything DiSC® Customer Interaction Map



Taylor, you indicated that your customer, Kenneth Bates, is moderately fast paced and outspoken and is moderately questioning and skeptical. Therefore, he has a D or Dominance style, as shown by the diamond on the Sales Map below. Because you tend toward the S or Steadiness style, the two of you may have different priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing your success selling to Kenneth.

Compared to you, Kenneth Bates may tend to be

- More focused on the bottom line
- More likely to move at a fast pace
- More interested in groundbreaking or innovative ideas
- More decisive
- More blunt and challenging
- Less concerned with other people’s feelings
- Less interested in forming a personal relationship
- Less likely to participate in small talk
- Less concerned with social niceties
- Less interested in the details



Strategies for Interaction

Addressing the Need for Results

“D” customers have a strong drive to get immediate results and accomplish their goals quickly. Because you may use a more low-key approach, Kenneth’s focus on the bottom line may strike you as intense or even blunt. You can, however, address his need for achievement by emphasizing the impact that your product or service will have upon his business.

- Show a desire to help him get immediate results
- Demonstrate how your offering can improve his bottom line
- Encourage him to discuss the kind of results he wants

Moving Toward Definitive Action

“D” customers want to cut to the chase, make a quick decision, and make things happen. Kenneth’s desire for immediate action may clash with your tendency to carefully go over options. It could be beneficial, therefore, for you to summarize information as much as possible and avoid tangents. Let him know that he can expect things to happen quickly.

- Get to the point
- Provide concise summaries rather than thorough information
- Refrain from asking unnecessary questions

Proving Your Competency

“D” customers expect salespeople to be competent and self-assured. For this reason, Kenneth may dismiss things that you find important, such as addressing emotional needs or establishing personal connections. He will likely respond to confidence and directness, so be as straightforward as you can during your interactions. Make sure that your accommodating, modest nature doesn’t come across as weak or uncertain. Show him a can-do attitude that assures him you’ll take care of things without any hassles on his part.

- Gain respect by appearing confident and self-assured
- Be direct when asking for a commitment
- Be prepared to answer tough questions directly