



EVERYTHING DiSC® SALES LEADER'S GUIDE

SECTION I: Understanding Your DiSC® Sales Style

Module 1

Module 2

SECTION II: Recognizing and Understanding Customer Buying Styles

Module 3

Module 4

SECTION III: Adapting Your Sales Style to Your Customer's Buying Style

Module 5

Module 6



PPT
1

WELCOME

STEP 1: DEFINE THE PROBLEM AND ACTIVATE PARTICIPANTS' PREVIOUS EXPERIENCE

In this section, participants add their customers to the DiSC® Sales Map. They begin the process by considering the many expectations their customers have and by exploring how differently customers might prioritize these expectations.

PPT
2

SAY:

[🗣️] Now that we've found ourselves on the DiSC Sales Map, let's move on to the next step: identifying our customers on the map and using it to understand what drives them.

PPT
3

INSTRUCT:

- [🗣️] Let's start by thinking about what your customers expect from you.
- On Handout 3.1, "Customer Expectations," take a few minutes to make a list in the center column of everything your customers expect when they work with you.



HO 3.1

Give participants 2-3 minutes to make their lists.

INSTRUCT:

- Now I'd like you to think about your best customer. How do you think this customer would rank this list of expectations?
- [🗣️] Write the customer's name at the top of the blank column that is to the left of your list.
- [🗣️] Continuing down the column, rank these expectations from your best customer's perspective, with "1" being the highest priority and continuing from there.

Give participants two minutes to rank.

INSTRUCT:

- Now think of your most difficult customer. How do you think this person would rank these expectations?
- [🗣️] Write this customer's name at the top of the column that is to the right of your list, and rank these expectations from highest to lowest according to his or her perspective.

Give participants two minutes to rank.

ASK:

- Who found that your best and most difficult customers had different priorities?

Wait for a show of hands.

SAY:

- The DiSC® Sales Map can help us understand or anticipate our customers' priorities.
- But before we can use the map, we have to first learn how to identify where our customers fall on the map.
- Let's look at this process we call customer mapping.

STEP 2: DEMONSTRATE THE CUSTOMER MAPPING METHOD FOR DiSC BUYING STYLES

A video segment explains a step-by-step process for identifying where customers fall on the DiSC Sales Map. Participants read their profiles to learn more about the four buying styles and how their own styles might affect how they perceive those customers.



HO 3.2

INSTRUCT:

- As you watch the video, write down key words or phrases around the map on Handout 3.2 about the customer-mapping process.



PPT
4

[🔊] Video segment ***“Introduction to Customer Mapping.”***



PPT
5

INSTRUCT:

- [🔊] Now that we have a method for reading each of the different customer buying styles, let's gain a deeper understanding of those styles.
- [🔊] Take a few minutes to read about recognizing D, i, S, and C customers on pages 8-11 of your profile.
- [🔊] As a reminder of what each style looks like to you, think of people you know who demonstrate that customer buying style.
- Write their names on the bottom of your profile pages.



Profile
p. 8-11

Give participants 5-7 minutes to read.

STEP 3: PRACTICE CUSTOMER MAPPING AND IDENTIFYING THE DiSC® BUYING STYLES

Participants practice customer mapping using a series of video segments in a competitive team activity.



SAY:

Now that we know how to recognize each of the DiSC buying styles, let's play a game to practice the customer-mapping skills we need to place our customers on the map.

NOTE TO FACILITATOR:

There will be eight rounds in the game. The final two rounds use video segments that show customers with a combination of buying styles. If you do not have time for all eight rounds, trim from the first six to allow for the increasing difficulty.

Consider providing small prizes to the members of the winning team to enhance the competition and fun.



HO 3.3

INSTRUCT:

- [🔊] On Handout 3.3, you will find a Customer Mapping Guide. This information is based on the customer-mapping method you learned about in the video.
- Take a minute to familiarize yourself with the customer-mapping steps. You may use this to help you play the game.

Give participants a minute to read the handout.

INSTRUCT:

Now I'll have you break up into teams of six.

If table groups are larger or smaller than six, help participants form teams.



INSTRUCT:

Here's how the game is played:

- [🔊] You'll start by watching a video segment of someone modeling one of the customer buying styles – D, i, S, or C. Focus your attention on his behaviors and comments.



- [🔊] As soon as anyone on your team thinks he or she knows the style, make a buzzer sound.
- [🔊] The play will stop, and your team will get 10 seconds to huddle and confer on your answer.
- [🔊] If your answer is correct, your team earns a point.
- I will ask you what you saw that led you to your answer, and we'll talk about the style for a minute or two.
- [🔊] If your answer is not correct, then we will continue the video if it is not finished, and the other teams will have a chance to buzz in and take the point.
- We will then move on to the next round to watch the same person modeling a different buying style.

Answer any questions about the game.

NOTE TO FACILITATOR:

One actor is used to portray all of the DiSC® styles. This helps participants focus on behaviors in order to map the customer, and it also helps convey the subtlety involved in determining DiSC styles.

INSTRUCT:

Ok teams, let's get started.

PPT
8

[🔊] *Video segment "Customer Mapping 1."*

Ask what they saw that led them to answer "D."

Listen for: forceful demeanor; he uses bold, challenging language; reports the incompetence of the last guy; wants quick turnaround and results.

Allow participants to discuss behaviors for a minute or two if they have differences of opinion, guiding them to see how the tendencies are demonstrated.

SAY:

Now we'll watch the same actor portray a different customer style.

PPT
9

[🔊] *Video segment "Customer Mapping 2."*

Ask what they saw that led them to answer "C."

Listen for: thoughtful, cautious demeanor; skeptical about the numbers;

wants numbers relevant to his industry; expresses concern about reliability of the data.

Allow participants to discuss for 1-2 minutes.

Play the game through four more rounds. Record their points on a flipchart.

PPT
10

[🔊] Video segment “**Customer Mapping 3.**”

Ask what they saw that led them to answer “**I.**”

Listen for: open, friendly demeanor; eager to move ahead; uses enthusiastic language; makes small talk.

Allow participants to discuss for 1-2 minutes.

PPT
11

[🔊] Video segment “**Customer Mapping 4.**”

Ask what they saw that led them to answer “**D.**”

Listen for: confident demeanor; dismisses details; emphasizes the need for it to work; gets the job done; delivers the numbers; wants action; doesn’t want to wait.

Allow participants to discuss for 1-2 minutes.

PPT
12

[🔊] Video segment “**Customer Mapping 5.**”

Ask what they saw that led them to answer “**S.**”

Listen for: soft-spoken, warm demeanor; hesitant to bring up objections; wants to involve other people in the decision; wants to be certain; appreciates the extra support.

Allow participants to discuss for 1-2 minutes.

PPT
13

[🔊] Video segment “**Customer Mapping 6.**”

Ask what they saw that led them to answer “**C.**”

Listen for: thoughtful, serious demeanor; double checks the numbers; asks questions and wants additional reports before making final decision; tries to avoid surprises down the line.

Allow participants to discuss for 1-2 minutes.



SAY:

- Now we're going to make this experience a little more real-world for you.
- The next two rounds in the game will show this customer using a combination of two buying styles.
- Winning this round will earn you two points.
- Pay close attention. You may not want to answer too soon or you could miss some important information.

PPT
14

[🎥] Video segment "**Customer Mapping 7.**"

Ask what they saw that led them to answer "**iS**" or "**Si**."

Listen for: personable, cheerful demeanor; talks slowly; appreciates the salesperson's efforts; shows enthusiasm for proposal; wants extra clarification on some items; is accommodating.

Allow participants to discuss for 1-2 minutes.

PPT
15

[🎥] Video segment "**Customer Mapping 8.**"

Ask what they saw that led them to answer "**iD**" or "**Di**."

Listen for: confident, lively demeanor; open, forward posture; talks quickly; has an active schedule; dictates how to use the time; wants the big picture; wants to know results-oriented information such as productivity, savings, and the bottom line.

Allow participants to discuss for 1-2 minutes.

SAY: (if not moving on to Module 4 immediately)

- We've gotten a better understanding of how to recognize the buying styles of our customers.
- During our next session, we'll spend some time understanding how their priorities drive their buying decisions.

NOTE TO FACILITATOR:

Module 4 uses information that the participants have written on Handout 3.1. If you are not moving on to Module 4 immediately, you may want to request that they bring that handout with them the next time, or collect them at the end of this session in order to provide them at your next session. Be sure the participants have put their names on the handouts if you are collecting them.