



The **DISCstyles™ Sales Report**

Personalized Report For:

Sample Report

Focus: Work

03/18/2008



Table of Contents

Introduction to the DISCstyles Sales Report..... 3

PART I UNDERSTANDING YOURSELF

Your Graphs 5

Your Behavioral Style Overview 6

Strengths and Struggles..... 8

What You Need..... 9

What Motivates Your Style..... 10

Work Preferences for Your Style..... 11

Communication Tips for Others..... 12

Summary of Your Style 13

PART II APPLICATION OF DISC STYLES

Application, Application, Application 14

The Four Basic DISCstyles Overview Chart 15

How To Identify Another Person’s Behavioral Style 16

What is Behavioral Adaptability? 19

How to Modify Your Directness and Openness..... 20

Tension Among the Styles 21

Action Plans With All Four Styles..... 24

Building And Maintaining Rapport Throughout The Selling Cycle..... 25

Phase 1: Building Rapport During Initial Contact 27

Phase 2: Maintaining Rapport in the Exploring Stage 28

Phase 3: Maintaining Rapport in the Collaborating Stage 29

Phase 4: Maintaining Rapport in the Confirming Stage 30

Phase 5: Maintaining Rapport in the Assuring Stage..... 31

Summary of Selling Each IDSC Style in Each Phase of the Sales Process 32

Taking Ownership Of Your Destiny 33

Disclaimer 34



Introduction to the DISCstyles Sales Report™

Congratulations on your decision to take the DISCstyles Sales Assessment™. Mastering the sales adaptability techniques outlined in this report may be one of the most important sales skills you ever learn.

Many of us grew up believing the wisdom of treating prospects the way you would like to be treated: the *Golden Rule*. We soon realized that another practical rule to sell by seemed to be what Dr. Tony Alessandra calls **The Platinum Rule**®: *Treat others the way they want to be treated.*

Here is the most valuable feature of this report: Although the first part of this report focuses on *your* behavioral style, the true value is contained in the second section called “Application.” Sales mastery of The Platinum Rule only consists of three simple steps: 1) Know your natural behavioral tendencies, 2) Pick up on your customer’s observable behaviors while selling, and 3) Adapt your selling style to fit the customer’s buying style. That’s it!

Now, here’s the “Aha!” moment for you: *You don’t even need to understand your own style to be able to read another person and adapt to their buying style!*

This report is every bit as much **prescriptive** (remedies for connecting with others... today!) as it is **descriptive** (getting you to understand your own DISC behavioral style).

Has your sales process ever succeeded with one person, then “bombed out” with the very next prospect? We all have experienced this and shrugged it off thinking, “That’s just the way it is.” However, things do not have to be that way. Nearly every sales interaction with each prospect can be a success - if you know how to make it happen!

If you are interested in improving your sales results—immediately—we recommend that you start reading the section on “Application” *first*, practice the proven techniques, then return to this report and read the first section about the strengths and weaknesses of *your* behavioral style. Your ability to recognize the “style mode” being displayed by another person, and making small adaptations in the pace and focus of the conversation is the quickest, surest path to sales mastery!

BEHAVIORAL STYLES

Historical as well as contemporary research reveals more than a dozen various models of our behavioral differences, but many share one common thread: the grouping of behavior into four basic categories. Our DISC Sales Assessment Report focuses on patterns of *external, observable* behaviors using scales of directness and openness that each style exhibits (see pages 16-18, especially the “whole picture” graph on page 18). Because we can see and hear these external behaviors, it becomes much easier to “read” people. This model is simple, practical, easy to remember and use. See pages 24-28 of this report for a summary of each of the styles.

HOW TO USE THIS REPORT

Begin today. First, read the entire report. It is divided into two parts. The first part focuses on understanding your style characteristics in many environments - at work, socially, under stress, etc. - and offers strategies for increasing your personal effectiveness. **Please note** that there is no “best” style. Each style has its unique strengths and opportunities for continuing improvement and



growth. Any behavioral descriptions mentioned in this report are **only tendencies** for your style group and may or may not specifically apply to you personally.

Part II offers action plans for you and others who interact with you. We recommend that you share these action plans with others to greatly enhance each of those relationships.

ADAPTABILITY

In addition to understanding your style, the report will identify ways that you can apply your style strengths or modify your style weaknesses in order to meet the needs of a particular prospect or customer. This is called adaptability. Social scientists call it “social intelligence.” There has been a lot written lately on how your social intelligence is just as important as your Intelligence Quotient (IQ) in being successful in today’s world. In some cases, social intelligence is even more important than IQ.

Often, when we do what comes naturally to us, we alienate others without realizing it because that same behavior may not be natural for them. It is essential that we become aware of our natural tendencies - and their natural preferences! Then we can defuse extreme behaviors before we sabotage ourselves. We do this by quickly identifying the individual needs of others based on the behavioral signals they will send to us, and then adapting our own behavior to make them feel comfortable. Your ideas do not change, but you can change the way you present those ideas.

Adaptability is the key to building all successful business relationships. Adaptable people realize there is a difference between their *self* (who they are) and their *behavior* (how they choose to act). They consciously decide whether and how to respond to a person, a situation, or an event.

You should commit to learn to be more adaptable; your selling success depends on it.

HOW TO READ AND INTERPRET YOUR DISC eGRAPHS

Graph I is the **Adapting Style**. It is one’s perception of the behavioral tendencies they think they should use in their selected focus (work, social or family). This graph may change in different environments. For example, if someone responded to the assessment with a work focus, their Adapting Style may be different than if they responded with a family focus as a parent.

Graph II is a self-perception of the “real you” – one’s **Natural Style**. These are also behaviors one is most likely to exhibit when in stressful and frustrating situations. This graph tends to be fairly consistent even in different environments.

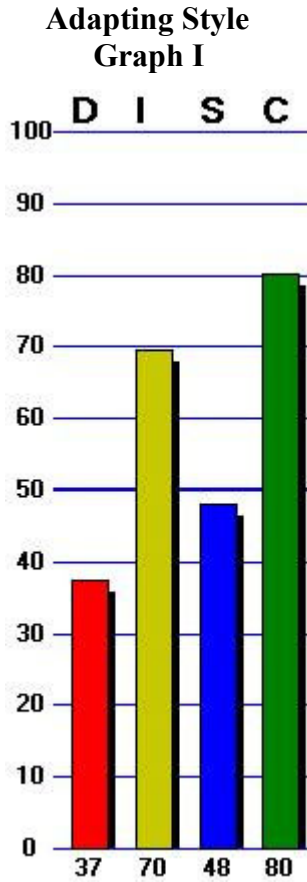
If Graphs I and II are similar, it means that you tend to use your same natural behaviors in the focus you selected. If your Adapting Style (Graph I) is different from your Natural Style (Graph II), this may cause stress if done over a long period of time. You are then using behaviors that are not as comfortable or natural for you. In that case, Graph III serves to confirm the information in Graphs I and II.



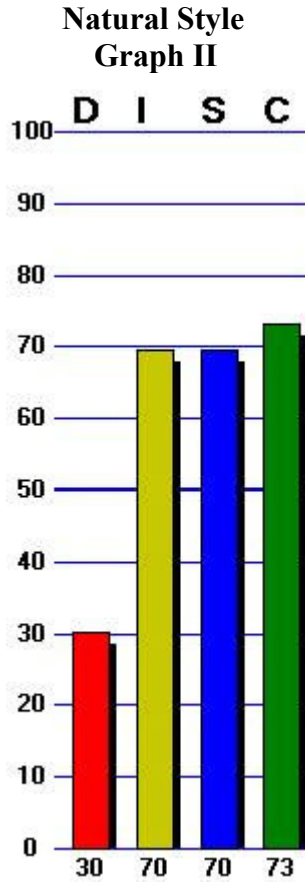
eGraphs for Sample Report

Your Adapting Style indicates you tend to use the behavioral traits of the CI style(s) in your selected Work focus.

Your Natural Style indicates that you naturally tend to use the behavioral traits of the CSI style(s).



Pattern: CI (3536)
Focus: Work



Pattern: CSI (2555)



Your Behavioral Style Overview

The narration below serves as a general overview of your behavioral tendencies. It sets the stage for the rest of this report, and provides a framework for understanding and reflecting on your results. We've occasionally provided some coaching ideas so that you can leverage your strengths whenever possible to maximize your selling success.

Your pattern of responses shows that you tend to be patient with customers and co-workers alike, although you set high expectations for yourself as well as others. This trait comes from a combination of your high sincerity-factor coupled with your high desire for quality control. You provide the best performance you can do on the job on a daily basis, and you expect no less from others on the team. You may be disappointed when others don't meet those standards. A pro-active response from you in coaching others to maintain higher quality may yield that result more than complaining about it to others, perhaps at home, who can't do anything about it.

Sample, you tend to be optimistic and encourage others with your sense of optimism. This comes not only from your natural positive spirit, but also from your high sincerity-factor. When combined, these traits allow you to maintain a positive attitude even in the midst of higher-than-average stress or negative climate in the workplace. This positive attitude can help others learn by observing you, and in that way you may set an example of positive team leadership.

You place high expectations on yourself and others, and are able to coach other salespeople into being more effective at reaching goals. This is a recurrent theme in the narrative because it's an important theme. Some present high expectations with the position of, "Get it done or else..." You present the high expectations in the spirit of, "Here's how we can work together to get there, and I'll start..." This positive attitude can lead by example, and it can also assist in coaching others to increase their involvement and effectiveness.

You demonstrate a high degree of competence in your area of expertise, and continuously strive to improve your selling skills and knowledge base. This trait comes from a few sources: Your high quality control, plus your natural curiosity, plus your patience in learning things and doing things the right way; all combine into this trait. When you succeed in an area, you tend to raise the bar and try for something higher. This striving to be the best you can be is an excellent model for others on the team to observe.

Sample, your response pattern to the instrument indicates that you are an excellent listener (a true benefit for effective selling) and you are able to get along with a variety of people in many situations. This is a strength, and one that should assist you in the sales profession and in your personal life. This trait comes



from your enthusiasm, and your sincere interest in others. You are able to maintain high standards, and at the same time be flexible when necessary.

You score like others who tend to be more modest than egocentric, but also have the ability to become assertive when necessary for emphasis or communication. This means that you may surprise people at times when you take a firm stand on an issue after initially being somewhat open-minded. When you see quality control potentially suffering because of a decision or direction the team is taking, you'll take a firm and assertive position in defense of higher quality standards.

You set high personal standards for yourself and persuade others by demonstrating competence. This strength can be of value to the team because you lead by doing, not by delegating. That is, you set the example by rolling up your sleeves and demonstrating the work that needs to be done. Stated another way: You won't ask others to do something that you're not willing to do yourself. Not all styles work in that way, as you know. Others on the team should have respect for the leadership style that you show.

You like working independently, but have the ability to manage workloads and delegate responsibilities when necessary. This is a multi-faceted part of your sales style, and it allows for success in a variety of situations. Your interest in people drives you to be involved with others. Your high patience level allows you to follow through on details of a project, and your high quality control standards allow you to make adjustments in your own work style in order for things to get done correctly.



Strengths and Struggles

You are likely to display your strength characteristics rather consistently. For the most part, these qualities tend to enhance your sales effectiveness. Additionally, you might increase your effectiveness by avoiding an overextension of your strengths. An overextension of any strength often becomes a weakness. For example, a High D's directness may initially be a strength for cold calling and achieving goals, but when overextended may be viewed by prospects as impatience and/or pushiness.

*Check the two most important strengths and two areas you are committed to improve upon and transfer to the **Summary of Your Style** page.*

Your Strengths:

- Can be seen as the hub of the wheel with many activities occurring simultaneously.
- You bring appropriate people skills, patience in working with others, quality control, and attention to the details in a versatile blend of talents and expertise.
- Excellent time management skills, and deadline conscious.
- You are able to provide strengths in both the people-side and the technical side of projects and operations.
- You are willing to work hard for a mission, cause, project, or purpose.
- You are a cooperative team player who respects organizational policies and protocol, and are able to get along with a variety of other behavioral styles.
- Remarkably consistent, you maintain a stable and predictable pace to complete a complex or specialized project, and demonstrate a tireless work ethic to get the project finished.

Potential Areas for Improvement:

- May react on impulse rather than thinking things through before responding.
- May become verbally aggressive when the climate becomes unfavorable.
- Because of a desire for completeness, there may be some difficulty in meeting deadlines.
- May need help in prioritizing. Under pressure all items may be ranked as most important.
- May trust people a bit too much, and may get burned in the process.
- May be considered a grudge-holder, as you tend to have a long memory for wrongs committed.



What You Need

Our behaviors are driven by our needs. Each style reflects different needs. If one person is stressed out, they may need quiet time alone; another may need social time to recharge their batteries. Each is different and simply meeting their needs. The more fully our needs are met, the easier it is to perform at an optimal level.

*Check two of your most important needs and transfer to the **Summary of Your Style** page.*

People With Patterns Like You Tend to Need:

- Complete explanations of the nature of processes and systems used.
- Work assignments of high precision and accuracy to capitalize on your high detail orientation.
- Reassurance for taking appropriate and calculated risks.
- An increased sense of urgency to get things done.
- Peers of equal ability, competence, and work ethic.
- To feel valued for your contributions to the success of the team.
- Clear and specific job descriptions, and role responsibilities.
- Reassurance that the long hours and projects are worthwhile for building a successful outcome.
- To learn to say "no" more often to requests from others, to prevent spreading yourself too thin.



What Motivates Your Style

Everybody is motivated...however; they are motivated for their own reasons, not somebody else's reasons. By understanding your motivations, you can create an environment where you are most likely to be self-motivated.

*Check the two most important motivators and environmental factors and transfer to the **Summary of Your Style** page.*

You Tend to Be Motivated By:

- Changes to be controlled changes, and made only when proven to be necessary changes.
- Work tasks or account management of a specialized nature to support your natural curiosity and detail orientation.
- Social recognition for success on landing a large sale or reaching a goal.
- Security in knowing that your products and/or services are of highest quality.
- Sufficient time to consider all options before making a final decision.
- Assignments that allow for a variety of people-contacts and mobility.
- A variety of activities involving people, both on the job and off.

You Tend to Be Most Effective In Selling Environments That Provide:

- Complete explanations of areas of responsibility and control.
- Time to reflect and think about pros and cons to solutions.
- An environment that supports your critical thinking skills.
- Projects needing you to motivate and persuade people.
- Opportunities to build a network of prospects, colleagues and frequent contacts with groups.
- A democratic environment with participatory management.
- Freedom to express your ideas.



Work Preferences for Your Style

Work Style Preferences provide useful insights as you work in a job or as you work together on a team or family project.

*Check the two most important factors and transfer to the **Summary of Your Style** page.*

Your Work Style Tendencies:

- You may tend to overuse position power or detail orientation to get your way.
- Job related decisions are made by gathering facts and considering the needs of the people involved.
- You tend to be considerate of others, and are persuasive without being demanding.
- Because of attention to both people and quality control, you have the ability to contribute to a pleasant and efficient work environment for the organization.
- May fear losing on a project or proposal.
- On difficult projects or accounts, you may become somewhat impatient or aggressive when under pressure.
- You show a special characteristic of being able to help others on the team visualize the activities necessary to lead to success in a complex project or design.
- You have the ability to carry out detailed action plans, and verbalize the steps in an articulate manner.
- On the job, you bring a high optimism and desire to win.



Communication Tips for Others

The following suggestions will help your sales manager, co-workers, support team and/or anyone that interacts with you understand your communication preferences. To use this information effectively, share it with others and also discuss their preferences (and then adapt to their needs).

*Check the two most important ideas when others communicate with you and transfer to the **Summary of Your Style** page.*

When Communicating with Sample, You Should:

- Provide logical and practical evidence.
- Join in with some name-dropping, talk positively about people and their goals.
- Give him time to verify the issues and potential outcomes.
- Be accurate and realistic, don't over-inflate ideas or outcomes.
- Ask for his input regarding people and specific assignments.
- Be certain that individual responsibilities are clear, in writing, and there are no ambiguities.
- Present your ideas and opinions in a non-threatening way.
- Provide clear, specific solutions, and support your position with pros and cons.
- Sample will follow through on his part; you be certain to follow though on your part.



Summary of Sample Report's Style

Effective communication is a two-way process. Encourage others to complete their own DISCstyles Sales Assessment and then share the **Summary Sheet** with each other. By discussing preferences, needs and wants of the people you work with, socialize with and live with, you can enhance these relationships and turn what might have been a stressful relationship into a more effective one just by understanding and applying the DISCstyles information. Complete the worksheet below from the previous pages of this report.

YOUR STRENGTHS

1. _____
2. _____

AREAS FOR IMPROVEMENT

1. _____
2. _____

WHAT YOU NEED

1. _____
2. _____

YOUR MOTIVATORS

1. _____
2. _____

YOUR MOST EFFECTIVE SALES ENVIRONMENT

1. _____
2. _____

YOUR WORK STYLE PREFERENCES

1. _____
2. _____

COMMUNICATION TIPS FOR OTHERS

1. _____
2. _____



Application, Application, Application

Understanding your own behavioral style is just the first step to enhancing relationships. All the knowledge in the world doesn't mean much if you don't know how to apply it in real life situations. That's what the rest of this report is all about.

To really begin to use the power of behavioral styles, you also need to know how to apply the information to people and situations. Remember, people want to be treated according to their behavioral style, not yours!

This application section includes:

- The Four Basic DISCstyles Overview
- How To Identify Another Person's Behavioral Style
- What is Behavioral Adaptability
- How to Modify Your Style
- Tension Among The Styles
- Action Plans
- How To Adapt To The Different Behavioral Styles

This section will help you understand how to be more effective in relationships and situations. Good relationships can get better and challenging relationships may become good.

After reviewing the information, select a relationship in which things have not gone as smoothly as you would like. Make a commitment to at least take the time to gain an understanding of the other person's behavioral style and take a few steps to adapt your behavior to improve the relationship. Here's how to do it:

1. Identify the behavioral style of the other person using the ***How to Identify Another Person's Behavioral Style*** section. You can read about their style in ***The Four Basic DISCstyles Overview***. The section on ***What Is Behavioral Adaptability*** gives you an in-depth insight into what adaptability is, what it is not, and why it's so important to all your interpersonal relationships.
2. Once you know their style and preferences for directness and/or openness, you can use the ***How to Modify Your Directness and Openness*** section to adjust these areas when relating to this person. You will be amazed at the difference.
3. To further understand the tension that may exist in the relationship, you can refer to the ***Tension Among the Styles*** section and complete the **Tension Among the Styles Worksheet**. Being aware of the differences in preference in pace and priority, and modifying accordingly, can make a big difference in those tension-filled relationships.
4. The ***Action Plans With All Four Styles*** section will give you a summary of needs and suggested actions to meet those needs.
5. And finally, the last section, ***How to Adapt to the Different Behavioral Styles***, will give you suggestions when dealing with each of the four basic styles.



The Four Basic DISCstyles Overview

Below is a chart to help you understand some of the characteristics of each of the four basic DISC styles, so you can interact with each style more effectively. Although behavioral style is only a partial description of personality, it is quite useful in describing how a person behaves, and is perceived in personal, social and work situations.

	HIGH DOMINANCE STYLE	HIGH INFLUENCE STYLE	HIGH STEADINESS STYLE	HIGH CONSCIENTIOUS STYLE
PACE	Fast/Decisive	Fast/Spontaneous	Slower/Relaxed	Slower/Systematic
PRIORITY	Goal	People	Relationship	Task
SEEKS	Productivity Control	Participation Applause	Acceptance Harmony	Accuracy Precision
STRENGTHS	Administration Leadership Pioneering	Persuading Motivating Entertaining	Listening Teamwork Follow-through	Planning Systematizing Orchestration
GROWTH AREAS	Impatience Insensitivity Listening	Inattentiveness Attentiveness Follow-through	Oversensitive Starting quicker Seeing big picture	Perfectionists Critical Unresponsive
FEARS	Being taken advantage of	Loss of Social recognition	Sudden changes Instability	Personal criticism of their work efforts
IRRITATIONS	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
UNDER STRESS MAY BECOME	Dictatorial Critical	Sarcastic Superficial	Submissive Indecisive	Withdrawn Headstrong
GAINS SECURITY THROUGH	Control Leadership	Playfulness Others' approval	Friendship, Cooperation	Preparation Thoroughness
MEASURES PERSONAL WORTH BY	Impact or results Track record	Applause Compliments	Compatibility Contribution	Accuracy Quality of results
WORKPLACE	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured



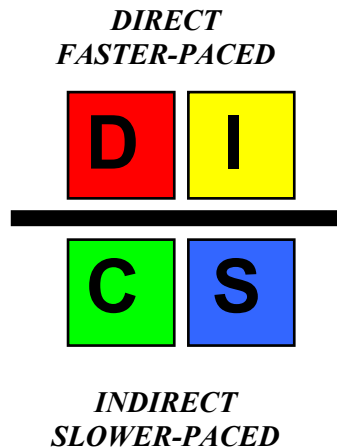
How to Identify Another Person’s Behavioral Style Mode

How do you quickly and accurately identify each of the four behavioral styles in order to practice adaptability? You do this by focusing on two areas of behavior – **directness and openness**.

So, to quickly identify the operating mode of other people ask these two questions:

1. Are they behaving more direct and fast-paced **or** indirect and slower-paced?
2. Do they currently appear to be more guarded and task-focused **or** open and people/relationship-oriented?

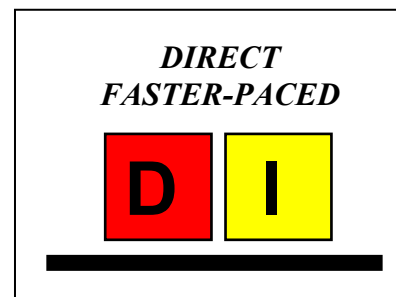
Directness



Direct/Faster-Paced People (D and I Styles above the horizontal line)

Direct Behaviors

- Frequently uses gestures and voice intonation to emphasize points
- Less patient; more competitive
- Often makes emphatic statements
- Sustained eye contact
- Frequent contributor in groups
- Firm handshake
- Expresses opinions readily
- More likely to introduce self to others

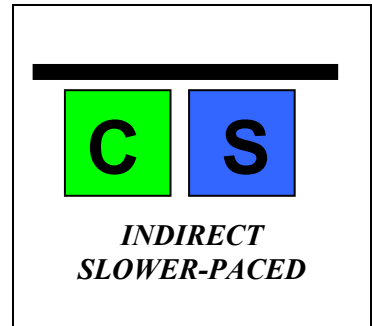




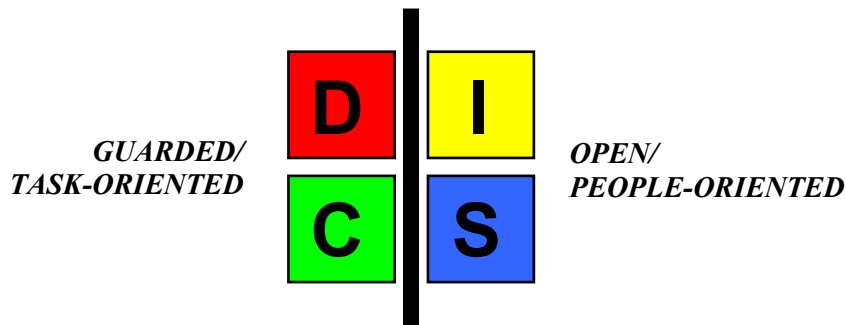
Indirect/Slower-Paced People (S and C Styles below the horizontal line)

Indirect Behaviors

- Infrequent use of gestures and voice intonation to emphasize points
- More patient and cooperative
- Often makes qualified statements
- Gentle handshake
- Infrequent contributor in groups
- More likely to wait for others to introduce themselves
- Reserves expression of opinions



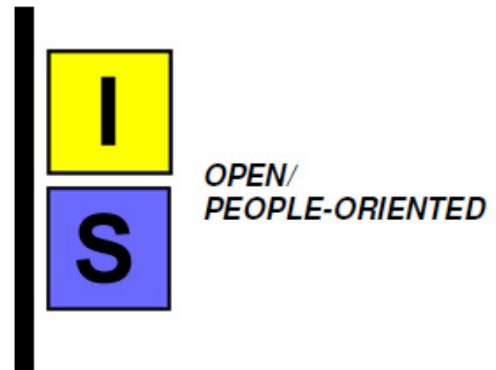
Openness



Open/People-Oriented People (I and S Styles right of the vertical line)

Open Behaviors

- Shows feelings and enthusiasm freely
- More relaxed and warm
- Emphasizes main ideas
- Goes with the flow
- Conversation includes digressions
- Opinion-oriented
- Animated facial expressions
- Easy to get to know in business
- Friendly handshake
- Initiates/accepts physical contact



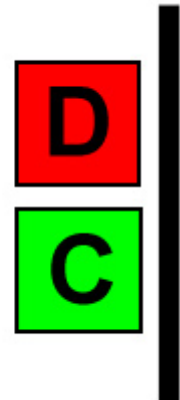


Guarded/Task-Oriented People (D and C Styles left of the vertical line)

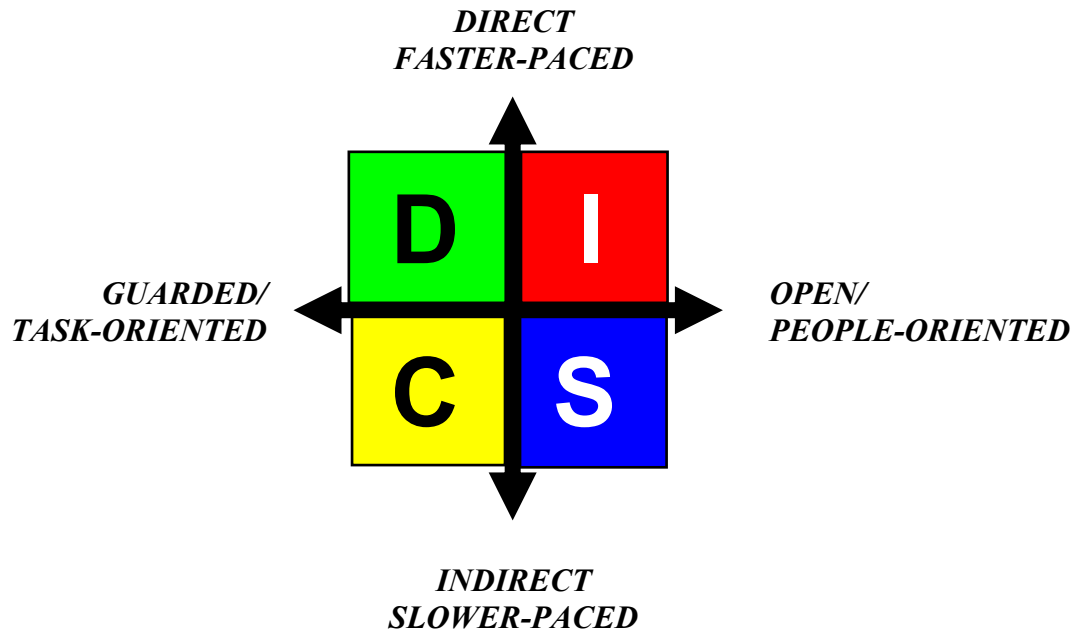
Guarded Behaviors

- Keeps feelings private
- Limited range of facial expressions
- More formal and proper
- Avoids/minimizes physical contact
- Goes with the agenda
- Speaks in specifics; cites facts and examples
- Formal handshake
- Conversation stays on subject

*GUARDED/
TASK-ORIENTED*



The Whole Picture



When you combine both scales, you create each of the four different behavioral styles. Individuals who exhibit guarded and direct behaviors are Dominance Styles; direct and open behaviors are Influence Styles; open and indirect behaviors are Steadiness Styles; and indirect and guarded behaviors are Conscientious Styles.



What is Behavioral Adaptability?

Adaptability is your willingness and ability to adjust your approach or strategy based on the particular needs of the situation or relationship at a particular time. It's something applied more to yourself (to your patterns, attitudes and habits) than to others.

No one style is naturally more adaptable than another. For any situation, the strategic adjustments that each style needs to make will vary. The decision to employ specific adaptability techniques is made on a case-by-case basis: you can choose to be adaptable with one person, and not so with others. You can choose to be quite adaptable with one person today and less adaptable with that same individual tomorrow. Adaptability concerns the way you manage your own behaviors.

You practice adaptability each time you slow down for a C or S Style; or when you move a bit faster for the D or I Styles. It occurs when the D or C Styles take the time to build the relationship with an S or I Style; or when the I or S styles focus on facts or get right to the point with D or C styles. It means adjusting your own behavior to make other people feel more at ease with you and the situation

Adaptability does not mean “imitation” of the other person’s style. It does mean adjusting your openness, directness, pace, and priority in the direction of the other person’s preference; while maintaining your own identity.

Adaptability is important to all successful relationships. People often adopt a different style in their professional lives than they do in their social and personal lives. We tend to be more adaptable at work with people we know less; and we tend to be less adaptable at home and with people we know better.

Adaptability at its extreme could make you appear wishy-washy and two-faced. A person who maintains high adaptability in all situations may not be able to avoid stress and inefficiency. There is also the danger of developing tension from the stress of behaving in a “foreign” style. Usually, this is temporary and may be worth it if you gain rapport with others. At the other end of the continuum, no adaptability would cause others to view someone as rigid and uncompromising because they insist on behaving according to their own natural pace and priority.

Effectively adaptable people meet other people’s needs and their own. Through practice, they are able to achieve a balance: strategically managing their adaptability by recognizing when a modest compromise is appropriate, or, when the nature of the situation calls for them to totally adapt to the other person’s behavioral style, they do so. Adaptable people know how to negotiate relationships in a way that allows everyone to win. They are tactful, reasonable, understanding, and non-judgmental.

Your adaptability level influences how others judge their relationship with you. Raise your adaptability level and trust and credibility go up; lower your adaptability level and trust and credibility go down. Adaptability enables you to interact more productively with difficult people and helps you to avoid or manage tense situations. With adaptability you can treat the other people the way they want to be treated.



How to Modify Your Directness and Openness

In some interpersonal situations, you will only be able to identify another person's directness or openness, but not both. In these situations, you need to know how to practice adaptability, one behavioral dimension at a time. With that in mind, let's look at what you can do to modify YOUR level of Directness or Openness before looking at specific guidelines for being more adaptable with each of the four styles.

TO INCREASE DIRECTNESS

- Speak and move at a faster pace
- Initiate conversation and decisions
- Give recommendations
- Use direct statements rather than roundabout questions
- Use a strong, confident voice
- Challenge and tactfully disagree, when appropriate
- Face conflict openly, but don't conflict with the person
- Increase your eye contact

TO DECREASE DIRECTNESS

- Talk, walk and decide more slowly
- Seek & acknowledge others' opinions
- Share decision-making & leadership
- Lessen your energy level; be more mellow
- Do not interrupt
- When talking, provide pauses to give others a chance to speak
- Refrain from criticizing, challenging, or acting pushy
- When disagreeing, choose words carefully

TO INCREASE OPENNESS

- Share feelings; show more emotion
- Respond to the expression of others' feelings
- Pay personal compliments
- Take time to develop the relationship
- Use friendly language
- Communicate more; loosen up and stand closer
- Be willing to digress from the agenda

TO DECREASE OPENNESS

- Get right to the task-- the bottom line
- Maintain more of a logical, factual orientation
- Keep to the agenda
- Do not waste the other person's time
- Do not initiate physical contact
- Downplay your enthusiasm and body movement
- Use businesslike language



Tension Among the Styles

Each style has a unique set of priorities as to whether the relationship or the task aspect of a situation is more important; and each has its own pace in terms of the pace in which things should be done.

The **Tension Among the Styles Model** on the next page relates pace and priority characteristics to behavioral styles. Refer to this model while reading this section.

Notice that the Dominance Style (D) and Influence Style (I) tend to prefer a faster pace; the Steadiness Style (S) and Conscientious Style (C) both tend to prefer a slower pace. These style combinations will get along well as far as pace is concerned, but watch out for their priorities!

Take a relationship with a Dominance Style and an Influence Style (D-I). Both are fast-paced behavioral types. Yet the Influence Style places more emphasis on people than on tasks, while the Dominance Style tends to pursue goals with less concern for relationships or feelings. Some degree of tension is likely to result in their interaction due to their difference in priority.

Where priorities are concerned, the Influence Style does better with the Steadiness Style. These two will still be getting to know each other while the Conscientious Style and the Dominance Style are headlong into the task. However, without some awareness and accommodation for their differences in pace, tension may build as well in the Influence-Steadiness interaction when these two finally do get around to the tasks at hand. The Influence Style usually wants it yesterday, whereas the Steadiness Style wants to take a slower and steady approach.

Consider the goal/task-oriented team of the Dominance Style and Conscientious Style (D-C), another example of pace-based tension. The faster-paced Dominance Style likes to make quick decisions. The slower-paced Conscientious Style gets uptight when having to make decisions without an opportunity to analyze fully all the alternatives.

When dissimilar pairings occur, as they often do in many business and social encounters, one or the other of the individuals must make adjustments in his style to avoid increasing tension in the other person. This does not mean you must sacrifice your personality or become something you are not. Ideally, both people would demonstrate some adaptability and move part of the way. Depending on the circumstances however, only one of the individuals may recognize the potential problem, or be sufficiently motivated to do something about it.

When interactions join styles that differ in **both** their pace and priority preferences (a diagonal relationship on the model graphic), things really get interesting! Here the probability of relationship tension is even greater. This occurs in the Dominance Style and Steadiness Style relationship, as well as in the Influence Style and Conscientious Style relationship.

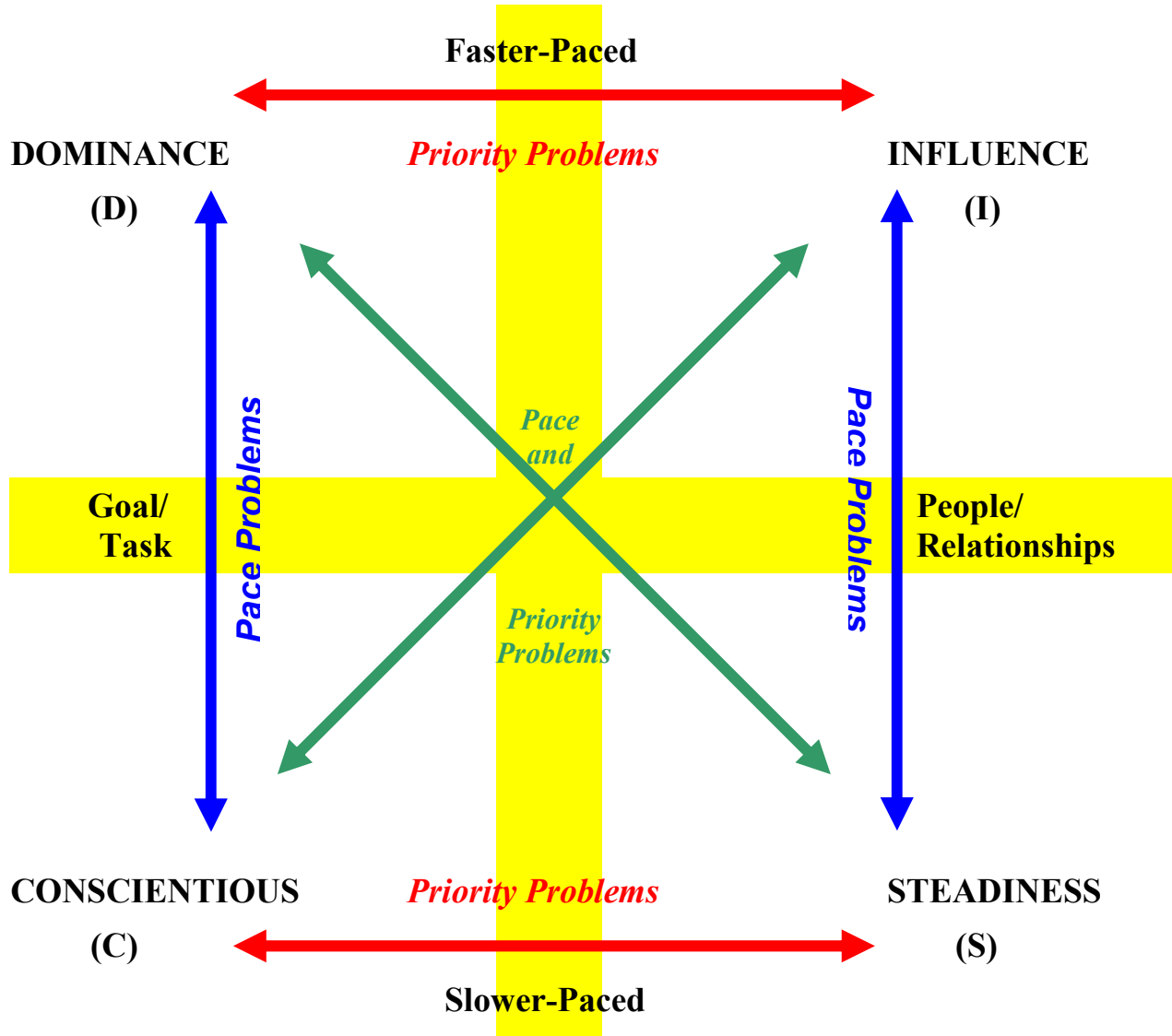
Take the case of the Dominance Style and Steadiness Style interaction: the Dominance Style (D) should try to show some concern for people rather than appearing to treat them only as a resource toward goal accomplishment. The Steadiness Style (S) should try to show more concern for task completion, even if it means putting the personal relationships aside temporarily. Both individuals should also attempt adjustments in pace and perhaps, meet in the middle with a moderate pace.

The same applies to the Influence Style and the Conscientious Style (I-C) relationship. Adjustments should be made in both pace and priority.

The key to managing tension is to know when to expect pace and priority problems, and have a strategy to prevent or deal with these differences.



Tension Among the Styles Model



- Pace Problems
- Priority Problems
- Pace and Priority Problems



Tension Among the Styles Worksheet

Everybody has a few tension-filled relationships. You can have the highest regard and/or loving feelings toward the person; but still, it seems no matter what you do, your interactions are usually stressful. If this is behavior related, applying The Platinum Rule™ - Treat others the way they want to be treated – may be helpful. Complete this worksheet to gain insights on how to improve the relationship. If you feel comfortable, you may discuss with the other person things you can do to ease the tension.

First, refer to the section on **How to Identify Another Person’s Style** and determine their primary behavioral style. Then refer to the **Tension Model** to identify their pace and priority preferences. Next, see which preferences are different than yours and note the strategy you will take to modify your behavior. If both preferences are the same as yours, then determine where you will allow their needs be placed above yours. For example, if you are a High I with fast-pace and people-oriented preferences and the other person is as well, you might let them have the center stage in times when it is not as important for you. A little give and take will go a long way.

YOUR INFORMATION

MY STYLE: C

Pace: Slower Paced

Priority: Goal/Task Oriented

SAMPLE RELATIONSHIP

Name: John Doe **Style:** High I

Pace: Faster-Paced

Priority: People Oriented

Difference: Pace and Priority

Strategy: Be more personable, social, upbeat and faster paced with John

RELATIONSHIP 1

Name: _____ **Style:** _____ **Name:** _____ **Style:** _____

Pace: _____

Pace: _____

Priority: _____

Priority: _____

Difference: _____

Difference: _____

Strategy: _____

Strategy: _____



Action Plans With All Four Styles...

DOMINANCE STYLE (High D Mode)	
Characteristics:	So You...
Concerned with being #1	– Show them how to win, new opportunities
Think logically	– Display reasoning
Want facts and highlights	– Provide concise data
Strive for results	– Agree on goal and boundaries, then support or get out of their way
Like personal choices	– Allow them to “do their thing,” within limits
Like Changes	– Vary routine
Prefer to delegate	– Look for opportunities to modify their work-load focus
Want others to notice accomplishments	– Compliment them on what they’ve done
Need to be in charge	– Let them take the lead, when appropriate, but give them parameters
Tendency towards conflict	– If necessary, argue with conviction on points of disagreement, backed up with facts; don’t argue on a “personality” basis

INFLUENCE STYLE (High I Mode)	
Characteristics:	So You...
Concerned with approval and appearances	– Show them that you admire and like them
Seek enthusiastic people and situations	– Behave optimistically and provide upbeat setting
Think emotionally	– Support their feelings when possible
Want to know the general expectations	– Avoid involved details, focus on the “big picture”
Need involvement and people contact	– Interact and participate with them
Like changes and innovations	– Vary the routine; avoid requiring long-term repetition by them
Want others to notice THEM	– Compliment them personally and often
Often need help getting organized	– Do it together
Look for action and stimulation	– Keep up a fast, lively, pace
Surround themselves with optimism”	– Support their ideas and don’t poke holes in their dreams; show them your positive side
Want feedback that they “look good”	– Mention their accomplishments, progress and your other genuine appreciation

CONSCIENTIOUS STYLE (High C Mode)	
Characteristics:	So You...
Concerned with aggressive approaches	– Approach them in an indirect, non-threatening way
Think logically	– Show reasoning
Seek data	– Give it to them in writing
Need to know the process	– Provide explanations and rationale
Utilize caution	– Allow them to think, inquire and check before they make decisions
Prefer to do things themselves	– When delegating, let them check before they make decisions
Prefer to do things themselves	– When delegating, let them check on others’ progress and performance
Want others to notice their accuracy	– Compliment them on their thoroughness and correctness when appropriate
Gravitate toward quality control	– Let them assess and be involved in the process when possible
Avoid conflict	– Tactfully ask for clarification and assistance you may need
Need to be right	– Allow them time to find the best or “correct” answer, within available limits
Like to contemplate	– Tell them “why” and “how”

STEADINESS STYLE (High S Mode)	
Characteristics:	So You...
Concerned with stability	– Show how your idea minimizes risk
Think logically	– Show reasoning
Want documentation and facts	– Provide data and proof
Like personal involvement	– Demonstrate your interest in them
Need to know step-by-step sequence	– Provide outline and/or one-two-three instructions as you personally “walk them through”
Want others to notice their patient perseverance	– Compliment for their steady follow-through
Avoid risks and changes	– Give them personal assurances
Dislike conflict	– Act non-aggressively, focus on common interest or needed support
Accommodate others	– Allow them to provide service or support for others
Look for calmness and peace	– Provide relaxing, friendly atmosphere
Enjoy teamwork	– Provide them with a cooperative group
Want sincere feedback that they’re appreciated	– Acknowledge their easygoing manner and helpful efforts, when appropriate



BUILDING AND MAINTAINING RAPPORT THROUGHOUT THE SELLING CYCLE

There are five definable stages to most every buying cycle. Successfully guiding prospects through each phase will lead to positive outcomes for both of you.

1. Connecting: Understanding DISC styles will have an impact on the impression you make in the first few minutes of a meeting. In that short, precious time, you make or break the sale. In that time, your prospect sizes you up and determines if you are the type of person he or she would like to do business with.

The purpose of making contact with your prospect is to begin opening up lines of communication. Great listeners make the best salespeople... period. Master the skill of effective listening and every other aspect of your relationships will improve.

2. Exploring: The purpose of Exploring is to get an accurate picture of the customer's needs and what it will take to provide an effective solution. To do so, you need to listen to what the customer says as well as know how to ask the right questions to get the information you need.

Asking intelligent questions is a critical sales skill. It does not require asking many questions - just the right ones. Asking questions is similar to painting a picture. You start with a blank canvas and begin to fill in the background and rough in the picture with broad-brush strokes. Then you fill in the details using finer and finer strokes.

3. Collaborating: During this phase, you and your prospect collaborate to find a solution that meets the prospect's needs. It is a process of taking your prospect's ideas and combining them with your own ideas to arrive at a solution that makes sense to both of you. The give-and-take exchange can be thought of as an opportunity to "switch heads" with your prospect. Imagine saying this to your customer: "If you and I could switch heads, that is, if you could know what I know about my product and if I could know what you know about your business, we would both know exactly how to give you the best possible solution for your needs."

That's your goal - to come as close as possible to the perfect knowledge that would allow you to develop the ideal solution for your prospect. To achieve that goal, you need to exchange enough information to fully understand your client's business, industry, trends and challenges; and they have to know as much as possible about your products and services and how they can help them. As you propose a solution, relate it to the prospect's needs discovered in the Explore phase and explain how it will work in your prospect's environment.



4. Confirming: Gaining commitment flows naturally out of the Exploring and Collaborating stages for the DISC salesperson. If you did a thorough job during the first three stages of selling: Contacting, Exploring and Collaborating, the prospect should close.

The Confirming stage is a critical point in building a customer partnership. DISC salespeople do not use fancy *closing* techniques. You cannot work through all the stages of the sale and then, at the end, try to use a manipulative closing technique to clinch the deal. It doesn't make sense... and it most certainly doesn't work when you're trying to build long-term customer relationships rather than simply closing one-shot sales.

5. Assuring: A great weakness of most salespeople is the way they handle the Assuring phase of the sales process. Most salespeople stop with getting the sales commitment; they disappear from the customer's life, leaving service, installation, training and follow-up to others.

One "old-school" method of selling has an adage that the sale begins when the customer says "no." In direct contrast, the real job of selling starts when the customer says "yes."

Assuring customer satisfaction is a secret ingredient of extraordinary sales success. You will benefit two ways by assuring each customer. First, this assures repeat business. Almost all products have a life cycle and will be replaced or upgraded. Customers have a tendency to return to the salesperson who previously matched them with a product that met their needs and then provided excellent service and follow-up.

Secondly, satisfied customers are excellent sources of referrals. Customers talk. They talk about poor service and they talk about extraordinary service. When they get super service, they refer others to the salesperson who delivered on his or her promises.

Without repeat business and referrals, a salesperson must constantly prospect and cold-call new accounts. That is not the way most salespeople want to spend their lives... and it certainly is not the best way to be successful!

When you start the sales process, you have a chance to begin building a good customer relationship. However, it is only after the sale, when you make sure your customer is satisfied (preferably delighted!), that you really cement the relationship.



Phase 1: BUILDING RAPPORT DURING INITIAL CONTACT

Connecting with “D’s”

- “D’s” want to know the bottom line.
- Just give them enough information to satisfy their need to know about overall performance.
- They do not want you to waste their time giving them a bolt-by-bolt description of your product, presenting a long list of testimonials from satisfied clients, or getting too chummy with them – always remember that they are Direct and Guarded.
- When you write, call, or meet a “D”, do it in a formal, businesslike manner. Get right to the point. Focus quickly on the task.
- Refer to bottom line results, increased efficiency, saved time, return on investment, profits, and so on. In other words, tell him what’s in it for him.
- If you plan to sell something or present a proposal to a “D”, take care to be well organized, time-conscious, efficient, and businesslike.
- They do not want to make friends with you; they want to get something out of you if they think you have something of value to offer.

Connecting with “I’s”

- Remember that they are Direct and Open.
- When you meet an “I”, shake hands firmly, introduce yourself with confidence, and immediately show personal interest.
- Let him set the pace and direction of the conversation.
- Be an especially attentive listener with “I’s”.
- Give them positive feedback to let them know that you understand and can relate to their visions, ideas and feelings.
- Tell humorous or unusual stories about yourself, to win their heart.
- Allow them to feel comfortable by listening to their stories, even to the point of talking about topics that may stray from the subject.
- Since “I’s” typically enjoy talking about themselves, ask questions about them, but be prepared for lengthy answers. Plan to have as many meetings as necessary to build the relationship and gather information.

Connecting with “C’s”

- “C’s” don’t care much about social interaction (beyond common courtesy and standard pleasantries), so get to the point.
- Avoid making small talk, except to initially establish your credibility.
- Speak slowly, calmly and economize on words.
- “C’s” are precision-oriented people who want to do their jobs in the best possible manner.
- Build your credibility by thinking with your head, not your emotions.
- Before meeting, provide them with a brief overview of the agenda and length of meeting, so they know what to expect.
- Show them logical proof from reliable sources that accurately document your quality, record of accomplishment, and value.
- “C’s” tend to be naturally suspicious of those who talk themselves up.

Connecting with “S’s”

- “S’s” are Indirect and Open. However, keep the relationship businesslike until they warm up to you.
- They are concerned with maintaining stability; they want to know step-by-step procedures that are likely to meet their need for details and logical action plans.
- Organize your presentation: list specifics, show sequences, and provide data.
- Treat them with honesty, sincerity, and personal attentiveness.
- Listen patiently to their stories, ideas and answers.
- Express your appreciation for their steadiness, dependability, and cooperativeness.
- Present yourself to be non-threatening, pleasant, friendly, but still professional.
- Develop trust, credibility, and friendship at a relatively slow, informal pace.
- Communicate with them in a consistent manner on a regular basis... especially at the outset.



Phase 2: MAINTAINING RAPPORT IN THE EXPLORING STAGE

Exploring with “D’s”

- To head off the “D’s” impatience before it surfaces, keep your conversations interesting by alternately asking questions and offering relevant information.
- “D’s” need to view the meeting as purposeful, so they want to understand where your questions ultimately lead.
- When asking a “D” question, make them as practical and logical as possible. Aim questions at the heart of the issue and ask them in a straightforward manner.
- Only request information which is unavailable elsewhere.
- When gathering information, ask questions showing you have done your homework about their desired results and current efforts.
- Be sure to make queries that allow him to talk about his business goals.
- Gear your exploration toward saving the “D” time and energy.

Exploring with “I’s”

- “I’s” get bored quickly when they’re not talking about themselves.
- Strike a balance between listening to their life’s stories and gathering the information you need to be an effective sales consultant.
- When asking business questions, keep them brief. If you can, work these exploratory questions in with social questions.
- The better your relationship with an “I” is, the more willing he’ll be to cooperate and talk about the task at hand.
- “I’s” can be so open they may tell you their fondest hopes and aspirations. If you can demonstrate how your product or service can get them closer to their dreams, they may become so excited about your product—and you—that they’re likely to sell you and your products and services to everyone else in their organization.

Exploring with “C’s”

- “C’s” don’t care much about social interaction (beyond common courtesy and standard pleasantries), so get to the point.
- “C’s” often like to answer questions that reveal their expertise, so they can be very good interviewees.
- As long as you ask logical, fact-oriented, relevant questions, they will enjoy speaking with you.
- Phrase your questions to help them give you the right information.
- Ask open and closed questions that investigate their knowledge, systems, objectives and objections.
- Make your own answers short and crisp.
- If you do not know the answer to something, do not fake it. Tell them you’ll get the answer for them by a certain time, and then do it.

Exploring with “S’s”

- “S’s” can be excellent interviewees.
- Talk warmly and informally and ask gentle, open questions that draw them out (especially around sensitive areas).
- Show tact and sincerity in exploring their needs.
- If they do not have a good feeling about your product, company, or even you, they are not likely to take the chance of hurting your feelings by telling you so.
- They want to avoid confrontations, even minor ones. So “S’s” may tell you what they think you want to hear, rather than what they really think.
- This same reticence may apply to telling you about their dissatisfaction with your competitors. Even though this is exactly what you want to hear, the “S” may be hesitant about saying anything negative about them.
- Allow for plenty of time (possibly multiple meetings) for “S’s” to open up to you and reveal their innermost desires and pains.
- The more time you spend with an “S” (or any other style) Exploring, the higher the odds you will be landing them as a customer.



Phase 3: MAINTAINING RAPPORT IN THE COLLABORATING STAGE

Collaborating with “D’s”

- Your presentation must be geared toward the “D’s” priorities.
- Gear your presentation toward how they can become more successful, save time, generate results, and make life easier and more efficient; you’ll get their attention.
- Zero in on the bottom line with quick benefit statements.
- They want you to do the analysis and lay it out for them to approve or reject.
- “D’s” like rapid, concise analyses of their needs and your solutions.
- “D’s” like being in control, so give them choices backed with enough data and analysis to allow them to make an intelligent decision.
- Then, be quiet and let them make their decision. If you speak or interrupt while they are buying, you will dramatically decrease the odds of making this sale.

Collaborating with “I’s”

- Show how your product would increase the “I’s” prestige, image, or recognition.
- Talk about the favorable impact or consequences your suggestions will have in making their working relationships more enjoyable.
- Give them incentives for completing tasks by stressing how their contribution will benefit others and evoke positive responses from them.
- Presentations need impact for people with short attention spans, so involve as many senses as possible.
- Show them how your solution will save them effort and make them look good.
- Back up your claims with testimonials from well-known people or high-profile corporations.
- Name some satisfied acquaintances that the “I” knows and admires.
- Sprinkle in “visualizing future ownership” questions, such as: “If you were already running this software, how would you use it?” or “If this machine were delivered tomorrow, where would you put it?”

Collaborating with “C’s”

- Emphasize logic, accuracy, value, quality and reliability.
- They dislike talk that isn’t backed up with both supporting evidence.
- Describe a process will produce the results they seek.
- Elicit specific feedback by asking, “So far, what are your reactions?” or “Do you have any questions that you’d like me to clear up?”
- Present your solution that shows them they’ll be correct in making the purchase.
- Base your claims on facts, specifications and data that relate specifically to their needs.
- “C’s” are cost-conscious; increase their perceived value with facts and ROI data.
- “C’s” are the likely to see the drawbacks, so point out the obvious negatives before they do. Let them assess the relative costs-versus-benefits, which are typical trade-offs when making choices between competing (yet imperfect) products or services.

Collaborating with “S’s”

- Show how your product or service will stabilize, simplify, or support the “S’s” procedures and relationships.
- Clearly define their roles and goals in your suggestions, and include specific expectations of them in your plan.
- Present new ideas in a non-threatening way.
- Provide them time to adjust to changes in operating procedures and relationships.
- When change becomes necessary, tell them why. Explain how long the changes will take and any interim alterations of the current conditions.
- Design your message to impart a sense of stability and security.
- “S’s” like to be shown the appropriate steps to follow, so share those with them.
- Involve them by asking their opinions and encourage them to give you feedback.



Phase 4: MAINTAINING RAPPORT IN THE CONFIRMING STAGE

Confirming with “D’s”

- With “D’s”, you come right out and ask if they are interested. A “D” will often tell you “yes” or “no” (in no uncertain terms).
- You can easily lose the attention and/or interest of a “D” by presenting your information too slowly or by spending too much time discussing minute details.
- When you draw up a commitment letter, be careful not to spend too much time on points the “D” may not care about.
- Present them with options and probable outcomes. “D’s” like to balance quality with cost considerations, so offer options with supporting evidence and leave the final decision to them.
- We have found that it is effective to present a “D” with two or three options. Provide a short summation of each option, along with your recommendation of each.
- While the “D” is reviewing your proposal, don’t interrupt them. The odds are high that they will find an option that appeals to them and closing the deal themselves.

Confirming with “I’s”

- Show how your product would increase the “I’s” prestige, image, or recognition.
- Be open and ask, “Where do we go from here?” or “What’s our next step?”
- If they like something, they buy it on the spot (all other things being equal).
- You may have to slow them down because they also tend to overbuy and/or buy before weighing all the ramifications; behaviors that both of you may live to regret.
- “I’s” dislike paperwork and details so they are likely to hesitate, and even procrastinate, when it comes to spending the time required on a contract.
- While a handshake is usually good enough, have a written agreement prepared due to their tendency to be unclear about procedures, responsibilities and expectations.
- Make sure that you agree on the specifics in writing or, later on, you can almost bet on some degree of misunderstanding and/or disappointment.

Confirming with “C’s”

- Emphasize logic, accuracy, value, quality and reliability.
- Provide logical options with appropriate documentation.
- Give them both time and sufficient data for them to analyze their options.
- They are uncomfortable with snap decisions and when they say they will think about it, they typically mean exactly that!
- However, if pressured by people or excessive demands, they may use “I’ll think about it,” as a stalling tactic in coping with such stress.
- “C’s” are driven, educated, logical “shoppers.” Know your competition so you can point out your advantages relative to what the competition offers. “C’s” are the most likely to do their own comparative shopping, so mention your company’s strengths as you suggest questions they may want to ask your competitors. Point out the things your company does better than your competition. Do this in a factual, professional way that allows them to do a comparative cost-benefit analysis of the options.
- In addition, be willing to explore the subject of a conditional, “pilot program” as a way of reducing their risk. This provides you the opportunity to demonstrate your product or service in a way that can earn their business and, over time, their trust.

Confirming with “S’s”

- “S’s” are slower, deductive decision makers.
- “S’s” listen to the opinions of others and take the time to solicit those opinions before making up their minds. So, make a specific action plan and provide personal guidance, direction or assurance as required for pursuing the safest, most practical course to follow. Arm them with literature, case studies and any documentation you have available, because they will be “selling” your proposal to others within their organization.
- When you do reach an agreement, carefully explore any potential areas of misunderstanding or dissatisfaction. “S’s” like guarantees that new actions will involve a minimum risk to their desired stable state, so offer assurances of support.
- Try not to rush them, but do provide gentle, helpful nudges to help them decide (when needed). Otherwise, they may postpone their decisions.
- Involve them by personalizing the plan and showing how it will directly benefit them, their co-workers and the company as a whole.
- When asking for a commitment, guide them toward a choice if they seem indecisive. Quite often, they will feel relieved that you are helping them make the decision.



Phase 5: MAINTAINING RAPPORT IN THE ASSURING STAGE

Assuring “D’s”

- “D’s” usually do not look for personal relationships at work due to their focus on accomplishing tasks.
- With “D’s,” do not rely on past sales to ensure future purchases. Follow up to find out if they have any complaints or problems with your product. If they do have complaints, address them immediately.
- Impress upon your customer your intent to stand behind your product or service.
- Stress that you will follow-up without taking much of their time.
- You may also want to offer a money-back guarantee.
- Whatever the promise, make sure you deliver everything you offer!

Assuring “I’s”

- “I’s” frequently buy before they’re sold which may lead to buyers’ remorse.
- “I’s” can benefit from ongoing reminders that they have made the right decision.
- Reinforce their decision by giving plenty of assistance immediately after the sale.
- Be certain they actually use your product or they may get frustrated from incorrect usage and either put it away or return it for a refund.
- Since they mingle with so many people, you can even ask “I’s” if they’d be willing to share their glowing testimonials about you and your product with others.
- If they are feeling smart for using your product or service, most “I’s” will give you more referrals than the other three styles combined!

Assuring “C’s”

- Set a specific timetable for when and how you will measure success with the “C”. Continue proving your reliability, quality and value.
- Make yourself available for follow-up on customer satisfaction and ask for specific feedback on the product or service performance record.
- If you have tips for improved usage or user shortcuts, email them to your “C” customers.
- You should also ask for their ideas and opinions for how to improve your products and/or services.
- When they offer you their suggestions, get back to them about how your company is incorporating their ideas into upgrades into future upgrades, revisions or new products.

Assuring “S’s”

- Follow-up consistently with an “S”.
- Give them your personal guarantee that you will remain in touch, keep things running smoothly, and be available on an “as needed” basis.
- “S’s” like to think they have a special relationship with you; that you are more than just another business acquaintance; they prefer a continuing, predictable relationship.
- Give them your cell number, along with an invitation to call you any time with any concern. They will rarely use it, but will feel secure knowing it’s available to them.
- They dislike one-time deals, so follow up to maintain your relationship.
- Impersonal, computerized follow-up is not very appealing to “S’s”, so continue building your relationship with low-key, personalized attention and assistance.



Phase	With D's	With I's	With S's	With C's
Connecting	<ul style="list-style-type: none"> • Skip small talk • Lead with the main point • Show up fully prepared 	<ul style="list-style-type: none"> • Allow for time and stories before turning focus to business at hand • Let them set the pace of the conversation 	<ul style="list-style-type: none"> • Stick to business until they warm up to you • Don't rush into agenda first • Take an active interest in them 	<ul style="list-style-type: none"> • Skip small talk • Bring an agenda • Remain cool, calm and professional
Exploring	<ul style="list-style-type: none"> • Let him/her know where the questions are headed • Only ask for information that's unavailable elsewhere • Answer their questions directly 	<ul style="list-style-type: none"> • Alternate questions between them personally and business • Gently guide them back to the topic • Keep the focus on their vision and goals 	<ul style="list-style-type: none"> • Be sincerely interested in their answers • Never interrupt them • Ask nonthreatening questions to draw them out over time 	<ul style="list-style-type: none"> • Ask questions that reveal their expertise • Keep the questions focused on the topic • Alternate open and closed-ended questions
Collaborating	<ul style="list-style-type: none"> • Make any presentation brief • Focus on the bottom line and/or time savings • Provide concise analysis of needs along with your professional recommendations 	<ul style="list-style-type: none"> • Involve as many senses as possible • Ask for their ideas often • Sprinkle in testimonials • Provide incentives for making decisions • Show how the solution enhances their image and/or saves them effort 	<ul style="list-style-type: none"> • Show how solution will simplify, add stability or support their goals • Present new ideas in a non-threatening way • Never rush them, but provide gentle, helpful nudges toward a decision 	<ul style="list-style-type: none"> • Emphasize value, accuracy, precision, quality and reliability • Stick to facts and logic; attempt to reduce risks when possible • Never pressure for any decision • Remain cool and emotionally detached
Confirming	<ul style="list-style-type: none"> • Flat out ask if they are interested • Present two or three options with recommendations and summaries • Be quiet while they review and decide 	<ul style="list-style-type: none"> • Openly ask, "Where do you see us going next?" • Be ready to take their order • Slow them down if they're buying too quickly • Do the paperwork for them 	<ul style="list-style-type: none"> • They are slow decision makers and like to consult opinions of others • Don't press for a decision • Focus on a guarantee if relevant 	<ul style="list-style-type: none"> • Provide logical options with documentation • Give them both time and space to make their decisions • Point out any glaring downside to deal if one exists • Suggest a pilot program or warranty to reduce risk
Assuring	<ul style="list-style-type: none"> • Follow-up to ensure they're 100% satisfied with solution • Keep the relationship all business • Make certain you deliver on every small promise 	<ul style="list-style-type: none"> • Reinforce their decision by providing ample assistance after the sale • Make sure they don't get frustrated (they don't read instructions) • Help them use the product/service to reduce anxiety 	<ul style="list-style-type: none"> • Provide consistent follow-up along with personal assurances • Give them private phone number to reach you • Remind them that you also desire a long-term business relationship 	<ul style="list-style-type: none"> • Share your process and/or timetable for your follow-up • Double-check their method for measuring satisfaction • Email them ideas and shortcuts • Reinforce value, quality and reliability.



TAKING OWNERSHIP OF YOUR DESTINY

Imagine what would have happened if you had successfully applied the principles and practices of *Platinum Rule Selling* ten years ago... or even five years ago? Well, hundreds of thousands of people like you have already used these principles and experienced dramatic increases in sales volumes, more satisfaction in their dealings with customers and co-workers (family and friends, also!), and greater awareness of their own strengths and weaknesses. Many people report that they no longer feel like “just a salesperson”; they feel, behave and are treated like a *trusted advisor*. They have an increased ability to help people find solutions to their problems and are more adept at identifying new opportunities.

For you to also share in the pleasure from experiencing these benefits, we encourage you to get started this very minute. First, think about the goals you want to accomplish in the next year... the next month... the next week... even by the end of today! Develop a plan to meet those goals using **The Platinum Rule** – *Do Unto Others as They Would Have You Do Unto Them* - and the other principles that make up the **DISC Selling Strategies**.

Accept the Challenge

This first step requires your *personal commitment* to this challenge and your *belief* in these principles and putting them to work for you. Of course, any skill takes practice, and you cannot realistically expect to put all of them into effect immediately. However, the minute you start to sell people the way *they* want to buy, you’ll start to see immediate results.

Commit to Growth

“Change is inevitable... growth is optional.” We love that saying because it’s true. Right now, you have the option to take this moment and make a life-changing decision. You may decide to *keep learning* about yourself, your strengths and weaknesses, how you make decisions, how you come across to other people, etc... You may decide to learn more about DISC styles and apply your new knowledge in other relationships beyond selling - relationships with your co-workers, children, spouse and/or family.

Hopefully, you may decide to use this report as a jumping-off point for a new direction in your career. If that thought excites you, we urge you to learn more about how DISC may be applied in all phases of business: prospecting, networking, marketing, communications, customer service, referral building, client loyalty, hiring, management, leadership, etc... We offer programs, technology, books, CD’s, DVD’s, self-paced online courses, speeches, and on-site workshops that are all specifically designed to help you apply this amazing concept in key facets of your business and your life.

Here’s wishing you continued success!



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