



User Guide

WILEY



Everything DiSC® Sales

INTRODUCING *EVERYTHING DiSC® SALES*

The most in-depth, easily customizable DiSC®-based sales-training solution available.

Everything DiSC® Sales improves your sales effectiveness by helping you read your customer, adapt your approach, and close more sales.

What's Online?

Everything DiSC Sales Profile
(prework assessment)

Everything DiSC Customer Interaction Maps
(post-training reinforcement)

Everything DiSC Comparison Report
(follow-up tool)

What's in the Box?

Everything you need to facilitate successful classroom training sessions.



CUSTOMIZE

Look for this icon to learn how you can easily customize *Everything DiSC Sales* to create a training solution unique to your organization.

FACILITATION MATERIALS

Everything DiSC® Sales facilitation consists of six 50-minute modules. Each module includes

- Facilitator's Guide in MS Word
- Participant handouts in MS Word
- PowerPoint® with embedded video

Section One: Understanding Your DiSC® Sales Style

Module 1: Introduction to the *Everything DiSC Sales* Map. Participants learn their DiSC® sales styles and how personal priorities influence their selling behaviors.

Module 2: Participants use what they've learned about sales priorities in an interviewing activity.

Section Two: Recognizing and Understanding Customer Buying Styles

Module 3: Participants learn customer mapping and practice their skills in a competitive video-based activity.

Module 4: Participants learn about different customer priorities, and then use their new skills to identify the buying styles of current customers.

Section Three: Adapting Your Sales Style to Your Customer's Buying Style

Module 5: Participants use their *Everything DiSC Sales* Maps to learn how to adapt to the styles of different types of customers.

Module 6: Participants role play adapting to their most challenging customer and complete an action plan for working with that customer.

Everything DiSC® Sales



CUSTOMIZE

Facilitator's Guides, PowerPoint® presentations, and participant handouts can be used as is or customized to suit your needs.

Fits any timeframe from one hour to a full day.

For instructions on how to customize your *Everything DiSC® Sales* program, go to www.everythingdisc.com/help and read the "How To" documents.

SUPPORT MATERIALS

The *Everything DiSC Sales* Support Materials folder includes access to:

- Help for customizing your program
- Research reports and white papers
- FAQs
- *Everything DiSC Sales* Video Viewing Guide
- Sample reports
- Images
- Templates

EVERYTHING DiSC® SALES VIDEO

Everything DiSC® Sales includes more than 60 minutes of video.

Introduction to DiSC® Sales Styles

4 minutes

Describes the priorities and preferences of each DiSC® sales style.



Customer Mapping

17 segments

Introduces customer mapping, and then offers a choice between two different actors who model DiSC buying styles. Choose only one actor (one set of 8 segments) for this activity.



DiSC Customer Priorities

4 segments

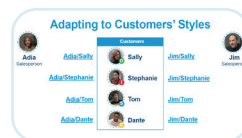
Explains the priorities of each DiSC buying style.



Adapting to Customers' Styles

16 segments

Shows two different salespeople in unadapted and adapted interactions with customers portraying each of the DiSC buying styles. Select up to eight distinct combinations.



Everything DiSC® Sales



The video can be integrated into your custom PowerPoint®.

For instructions, refer to “How to Customize Using Everything DiSC Video” at www.everythingdisc.com/help.

THREE STEPS FOR EVERYTHING DiSC® SALES

Step 1: Prepare and Assign Prework

The *Everything DiSC® Sales Profile* is a research-validated, online assessment that produces 25 pages of individualized, sales-specific information.

To assign the *Everything DiSC Sales Profile*, log in to your EPIC account at <https://admin.wiley-epic.com> and click on Manage Reports. For instructions, refer to “How to Assign Everything DiSC Prework” at www.everythingdisc.com/help.

If you do not have an EPIC account, contact your Everything DiSC Authorized Partner for assistance.



Remove or rearrange pages, customize the report title, or print selected sections to meet your needs.

For instructions, refer to “How to Tailor Everything DiSC Profiles” at www.everythingdisc.com/help.

Step 2: Prepare and Deliver Facilitation

Insert the *Everything DiSC® Sales* USB drive into your computer's USB port and open the Facilitation Materials folder.

Select the training materials needed for your session.

Create and save customized solutions to your USB drive.



CUSTOMIZE

For information on how to customize your *Everything DiSC Sales* program, go to www.everythingdisc.com/help and read the “How to” documents.

Step 3: Provide Post-Training Reinforcement

Personalized, online *Everything DiSC Customer Interaction Maps* are available for use with the *Everything DiSC Sales Profile* to transfer the learning to real-life customers.

Everything DiSC® Sales

REGISTER YOUR SOFTWARE

Register your product to receive **free technical support** and immediate **product update notifications**.

- Go to www.register.everythingdisc.com.
- Follow the prompts to enter your serial number and other required information.

- Record the Registration ID below and/or print the registration confirmation.

Product Registration ID: _____