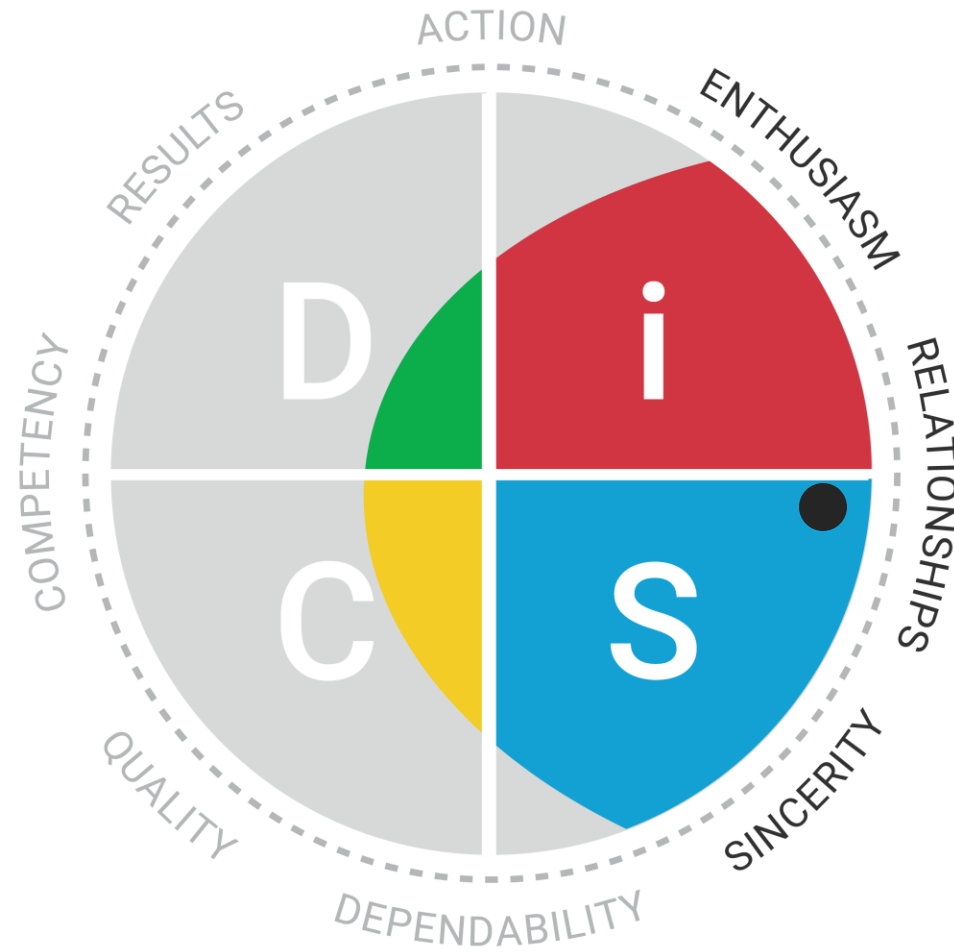


# Your DiSC® Sales Priorities



# Your DiSC® Style

## Priorities

### Profile Page 5

- Read and personalize
  - ✓ = like you
  - x = not like you
  - ? = not sure

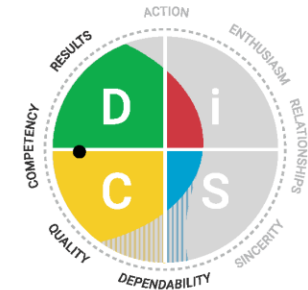
## Shading & Priorities

### YOUR SHADING EXPANDS THE STORY

Taylor, while your dot location and your DiSC® style can say a great deal about you, your map **shading** is also important.

The eight words around the Everything DiSC map are what we call **priorities**, or the primary areas where people focus their energy. The closer your shading comes to a priority, the more likely you are to focus your energy on that area. Everyone has at least three priorities, and sometimes people have four or five. **Having five priorities is no better than having three, and vice versa.**

Typically, people with the CD style have shading that touches Competency, Quality, and Results. Your shading stretches to include Dependability, which isn't characteristic of the CD style.



### WHAT PRIORITIES SHAPE YOUR SALES EXPERIENCE?

#### Displaying Competency ✓

Taylor, you tend to be straightforward and confident in sales situations. Because you believe it's important to be knowledgeable about your business, you're probably very well informed about what you're selling. Furthermore, you may often take control of discussions to help lead your customers toward logical conclusions. You tend to be well informed and self-assured because displaying competency is important to you.

#### Ensuring Quality ✓

You probably make it clear to customers how your product or service is superior, reinforcing your claims with facts and data. Furthermore, you're unlikely to make an assertion without solid proof, and you won't promise more than you can deliver. Because ensuring quality is important to you, you do your best to convince your customers of the value in your offering.

#### Getting Results ?

You tend to emphasize the ways in which your product or service will impact the customer's main objectives. Most likely, you're specific when you explain the payoff you can deliver if customers commit, focusing on realistic and rational goals. You tend to show your customers precisely how your product or service will help them get the impressive results they want.

#### Emphasizing Dependability ✓

You tend to emphasize the reliability of your product or service as well, and this is not typical for someone with your style. Most likely, you encourage customers to ask you questions, and you're willing to provide them with the evidence needed to illustrate the security in what you're offering. You strive to show people that when they work with you, they're making a dependable choice.



# Your Sales Challenges

## Profile Page 7

- Read and personalize
  - ✓ = like you
  - x = not like you
  - ? = not sure
  - ☆ = describes you best

## Your Sales Challenges

### WHAT IS DIFFICULT FOR YOU AS A SALESPERSON?

Just as there are areas where you excel as a salesperson, there are other aspects of your job that you may find more challenging. Based on your answers to the assessment, your lowest three priorities are highlighted below. It's impossible to focus on everything, but that doesn't mean you can't learn to understand and overcome these challenges.

You're probably good at pointing out the quality of your product or service, but your detailed explanations may cause more fast-paced customers to grow impatient. Furthermore, your indifference to forming personal relationships with customers may leave some of them feeling disconnected from you. And because enthusiasm is a low priority for you, you may fail to generate much excitement for your product or service.

You may identify with some of the following statements:

#### Action

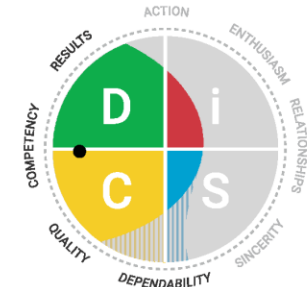
- I sometimes take the process too slowly. ☆
- I sometimes approach conversations in an overly logical or analytical way. ✓
- I can get bogged down in specifics. ✓
- I may not always emphasize the innovative aspects of my product or service. ✓
- I may provide too much extraneous information. ✓

#### Relationships

- I may ignore a customer's attempts to get to know me better. ?
- I may neglect to establish a personal relationship with customers. ?
- I have trouble reading the customer's body language or mood. ?
- I sometimes neglect to empathize with customers. ?
- I may become impatient with the customer's small talk or decision. ?

#### Enthusiasm

- At times, I can appear to be aloof or distant to customers. ✓
- I can go into lengthy analyses that bore or confuse customers. ✓
- I may emphasize facts and figures rather than intuition and passion. ✓
- I can come across as pessimistic or skeptical. ✓
- I may fail to get customers excited about my product. ✓



EVERYTHING **DiSC**  
SALES

# Adapting to Your Customer

## Profile Page 25

- Read and personalize
  - ✓ = what you need to do to adapt
- Write key statements and actions on Handout 6.1

## Appendix

### ADAPTING TO ALEX BRADLEY, YOUR S STYLE CUSTOMER

Taylor, you indicated that your customer, Alex Bradley, is highly cautious and reflective and highly accepting and warm. Therefore, he probably has an S style. Because you have a CD style, the two of you have some different priorities. Take a look at the comparison and strategies below.

#### Compared to you, S style customers tend to be:

- More focused on building friendly relationships
- More accepting and welcoming toward others
- Just as focused on the consistency and dependability of products and services
- Less analytical and logic-focused
- Less concerned about bottom-line results
- Less skeptical of people



### STRATEGIES FOR INTERACTION

#### Address the Need for Sincerity

S style customers want to know that you have their best interests in mind. Because you are usually reserved in your approach and focused on the bottom line, however, Alex Bradley may have trouble accepting that what you have to say is genuine and heartfelt. It may be helpful, therefore, for you to express your thoughts in personal terms rather than in a strictly logical, business-focused manner.

- Show that you empathize with his problems.
- Explore his doubts and address his concerns.
- Show that you're willing to listen.

#### Build a Trustworthy Relationship

S style customers want to establish a friendly relationship with people before they make a commitment, while you are more likely to focus on objective matters such as quality and results. Alex Bradley may be hesitant to communicate concerns if he believes that you are only interested in convincing him of your offer's advantages and settling the deal quickly.

- Respond to his efforts to get to know you, to the degree that you feel comfortable.
- Ask him questions and give him space to talk.
- Avoid relating everything to business.

#### Give Assurances of Dependability

S style customers focus on dependability, a priority you share even though it's less common for someone with the CD style. Because you tend to lay out information systematically and clearly, you may appeal to Alex Bradley's sense of stability. However, your tendency to appear reserved and results-focused may cause him to doubt that your support will continue once he has committed. Providing solid evidence of reliability may help put him at ease.

- Provide concrete demonstrations when appropriate.
- Use examples of dependability from the past.
- Provide assurances of support during and after the deal.

