



# EVERYTHING DiSC® SALES PROFILE

- **Section I:** Understanding Your DiSC Sales Style
- **Section II:** Recognizing and Understanding Customer Buying Styles
- **Section III:** Adapting Your Sales Style to Your Customer's Buying Style



**skillsource**

**Prepared exclusively for:**

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## Introduction

Everything DiSC<sup>®</sup> Sales Profile

Everything DiSC<sup>®</sup> Sales Profile is designed to help you connect better with your customers.

The basis for this improved connection is an understanding of the DiSC learning model, a simple, proven, intuitive way to gain insight into ourselves and our relationships. The model has been used around the world to improve working and personal relationships, and has specifically helped millions of salespeople to become better at the “psychological game” that is so critical in connecting with customers.

The profile uses the DiSC Sales Map, a tool to help navigate between salespeople and customers. The report is divided into three sections.

### **Section I Understanding Your DiSC Sales Style**

Introduces your DiSC Sales Style based on your position on the DiSC Sales Map. Elaborates on your priorities and the strengths and challenges that derive from them.

### **Section II Understanding Customer Buying Styles**

Introduces the four customer buying styles on the DiSC Sales Map, and provides information on recognizing these styles and understanding their priorities.

### **Section III Adapting Your Sales Style to Your Customer’s Buying Style**

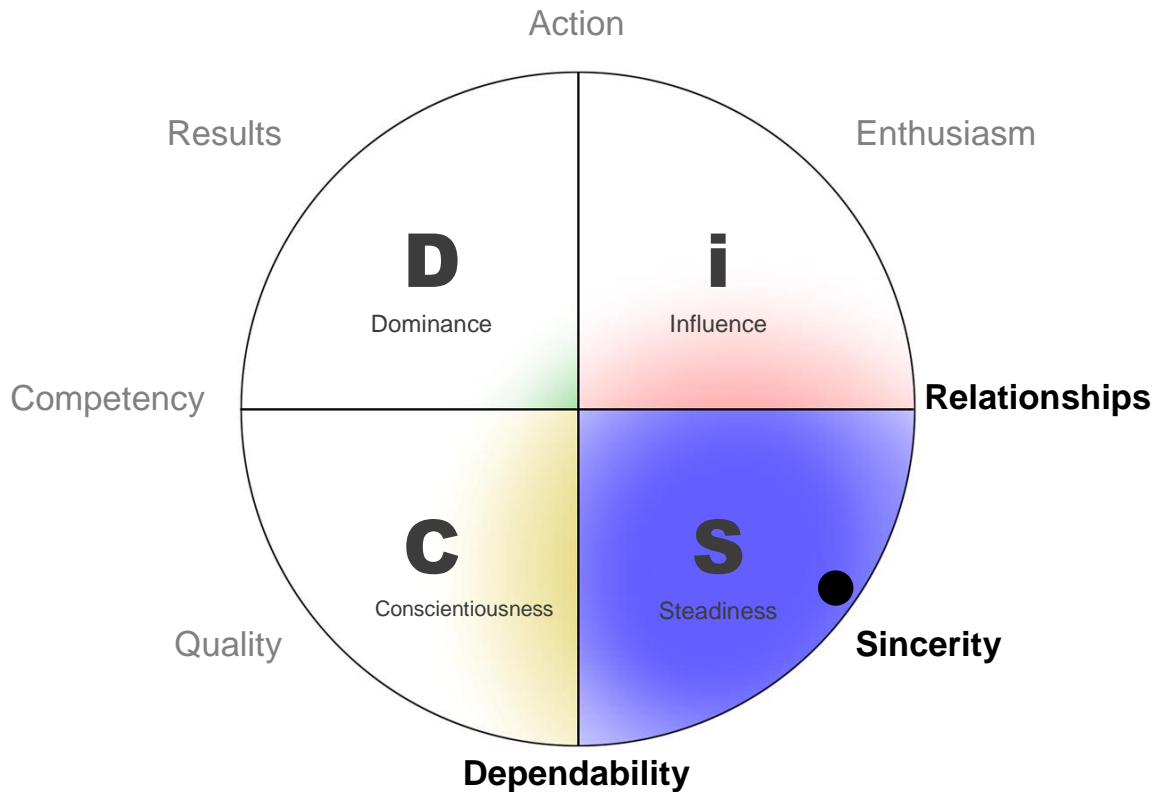
Shows how to navigate from your position on the DiSC Sales Map to each of the four basic customer styles, and provides a customer mapping and interaction planning process

# Your DiSC<sup>®</sup> Sales Style

Everything DiSC<sup>®</sup> Sales Profile

## Section I

As a salesperson, you have various priorities that drive the way that you do your job. The DiSC<sup>®</sup> Sales Map provides a structure for understanding which priorities are most important to you and how that might affect your relationships with different customers. But before you can understand your relationships with customers, it's important to start with an understanding of your own style.



Taylor, the picture above shows you on the DiSC Sales Map. The black dot indicates that you tend toward the Steadiness (S) region of the map. The words around the map show the various areas that different salespeople prioritize when working with their customers, and those that are highlighted most likely describe your selling focus.

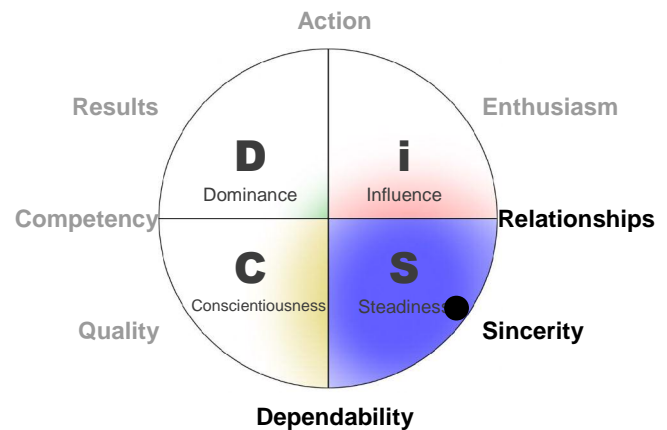
## Your DiSC® Sales Priorities

## Section I

### Everything DiSC® Sales Profile

Taylor, because you tend toward the S region of the map, you're probably very accommodating, even-tempered, and tactful. Most likely, you place a high value on maintaining harmonious relationships and having a stable, predictable work environment.

There are many different things that salespeople offer their customers, but as you can see on the map, you probably focus on offering **sincerity**, solid **relationships**, and **dependability**. In other words, customers likely sense that you're warm and genuine, as well as reliable and loyal. You probably have an agreeable, low-key, and methodical approach to sales.



### Showing Sincerity

You tend to make an effort to understand your customer's unique situation, and you probably make it apparent to people that you truly want to help solve their problems. Furthermore, you likely pay attention to your customers and come across as a good listener. In this way, you show customers that you're not just out to make the sale, and you alleviate any fears that you might take advantage of them. As such, you probably make a special effort to avoid looking pushy or forceful.

### Developing Relationships

You usually try to get to know your customers before you make a sale. This is because you probably want to establish a friendly relationship that is based on mutual trust, and you likely go out of your way to show customers that you respect them. You tend to work hard to avoid offending customers, using a polite and diplomatic approach to let them know you have their best interests in mind. In essence, you usually want to create an environment where the sales process can move along without tension or stress, and where customers feel comfortable with you on a personal level.

### Emphasizing Dependability

You probably let customers know that you are there for them even after the sale. You may make it clear that you'll be available for follow-up questions or advice, encouraging customers to contact you if anything is not up to their standards after they buy. In addition, you likely point out the long term security that you can offer them, ensuring that they are making a solid, reliable choice. Overall, you likely want to show customers that they are buying a stable and dependable product that you personally stand behind.

## Your Sales Strengths

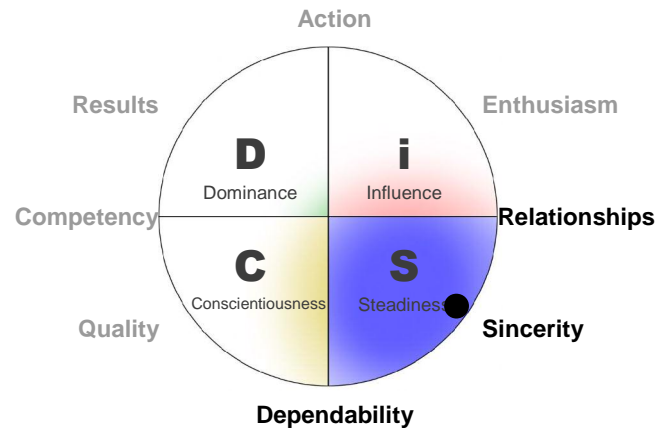
Everything DiSC® Sales Profile

## Section I

Taylor, because you tend toward Steadiness, you probably display a **sincere** interest in your customers' concerns. You tend to be a patient and considerate listener, and you may remain attentive even if customers veer off on tangential subjects. Furthermore, you likely try to establish a **relationship** of trust to let them know that you are interested in their individual needs and unique situations.

You probably make it clear that you will not abandon customers should problems arise. They know that you are **dependable** and that they can count on you to follow up on your promises. And because of your reliable nature and genuine concern, customers are more likely to come back to you with repeat business.

The list below includes your likely sales strengths based on your responses to the assessment. Personalize your feedback by putting a ✓ next to things that are like you, an X next to items that are not like you, and a ? next to things you aren't sure about.



### Sincerity

- I avoid rushing or pressuring customers for quick decisions
- I'm tactful and diplomatic with customers
- I'm calm and avoid being aggressive in sales situations
- I genuinely care about customers
- Customers sense that I sincerely believe in the product or service I sell

### Relationships

- I make an effort to really listen to customers
- I'm patient with customers
- I pay attention to customers' needs
- I trust customers to make good decisions
- I treat customers with respect
- I try to create long-term prospects with customers
- I don't lose my temper or get frustrated with customers

### Dependability

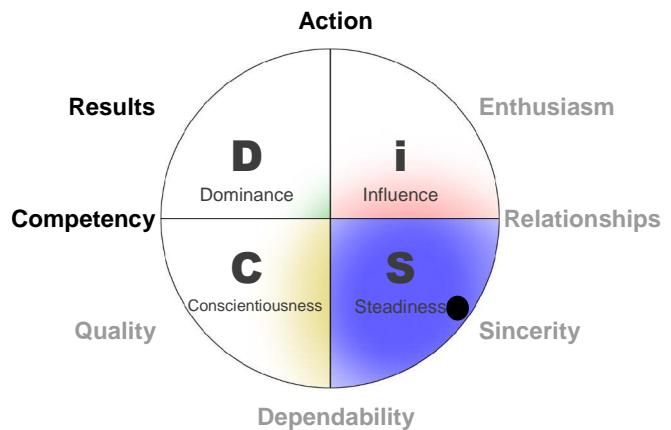
- I try to guide customers rather than give them the hard sell
- I answer customers' questions as clearly and methodically as I can
- I make it clear that I want to help customers solve their problems
- I avoid giving customers any impression that I'm trying to trick or fool them
- Customers know that that I'll be there to support them if things don't go as planned

# Your Sales Challenges

Everything DiSC® Sales Profile

## Section I

If you look at the DiSC® Sales Map to the right, you can see that there are three selling priorities that are on the opposite side of the map from your dot. Since it's impossible to focus on everything, you likely prioritize sincerity, relationships, and dependability over **results**, **competency**, and **action**. In other words, you may not appear confident that you can affect the customer's bottom line and make things happen quickly.



The list below includes your likely sales challenges based on your responses to the assessment. Personalize your feedback by putting a ✓ next to things that are like you, an X next to items that are not like you, and a ? next to things you aren't sure about.

### Results

- I may give people so much space that they fail to commit to the sale
- I may neglect to emphasize results or the customer's bottom line
- I may take "no" for an answer too easily

### Competency

- I may fail to be assertive about correcting mistaken or negative impressions of my product or service
- I can sometimes seem to be overly eager to please
- I may appear to be fearful of losing or offending customers
- At times, I sugarcoat unpleasant truths with customers

### Action

- I can come across as indecisive or unconfident
- I may take the sales process too slowly
- I may get bogged down in details that are unimportant to customers
- I may not always be as persuasive or assertive as I'd like to be
- I may not take charge of the discussion even when necessary
- Sometimes I let conversation wander off track because I don't want to appear too pushy

# Recognizing the DiSC<sup>®</sup> Buying Styles

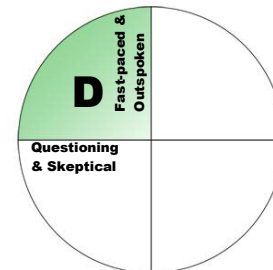
Everything DiSC<sup>®</sup> Sales Profile

## Section II

Just as your sales style can be described by the DiSC<sup>®</sup> Sales Map, your customers can be placed on the map as well. This section will help you recognize the different DiSC buying styles, and to better understand the different priorities of each type of customer.

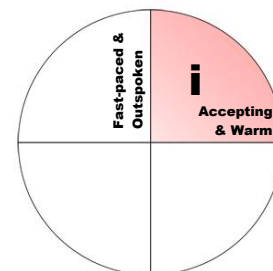
### D Buying Style

As you can see on the map, customers who tend toward D (Dominance) are both **fast-paced & outspoken** and **questioning & skeptical**. In general, they tend to be assertive, confident, and bold, and they are not afraid to express their opinions. These customers often know what they want and make up their minds quickly, even if the decision is important or complicated. In addition, “D” individuals have a take-charge attitude that may cause them to dominate conversations with others.



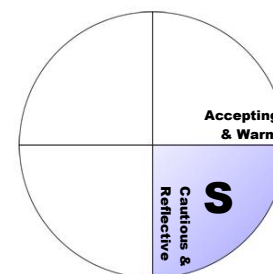
### i Buying Style

Customers who tend toward i (Influence) are both **fast-paced & outspoken** and **accepting & warm**. In general, they tend to be extroverted, optimistic, and energetic. They may see the sales process as another opportunity to socialize with others, and therefore, they may try to establish a personal relationship with the salesperson. For this reason, “i” people are likely to appreciate small talk or even tangential conversations that have little to do with what you’re selling. They may be more interested in creating a friendly, informal atmosphere.



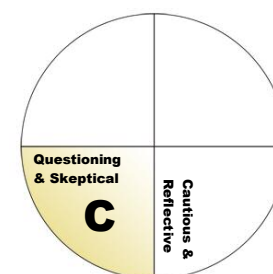
### S Buying Style

Customers who tend toward S (Steadiness) are both **accepting & warm** and **cautious & reflective**. In general, they tend to be accommodating, soft-spoken, and humble. Even though they are friendly and agreeable, they also tend to be careful, sometimes reluctant, decision makers. Most likely, they want to be absolutely sure that a decision is the right one before they commit. In addition, they often avoid change and are hesitant to take on new ways of doing things.



### C Buying Style

Customers who tend toward C (Conscientiousness) are both **questioning & skeptical** and **cautious & reflective**. In general, they tend to be reserved, analytical, and systematic. They carefully consider all their options, and they are unlikely to display great enthusiasm or animation, even if they like what they see. “C” customers want to stick to the facts, and they have little use for small talk or attempts to steer the discussion into more personal territory. In fact, they feel manipulated if a salesperson attempts to get too personal too quickly. These customers base decisions upon objective information rather than emotion or intuition.



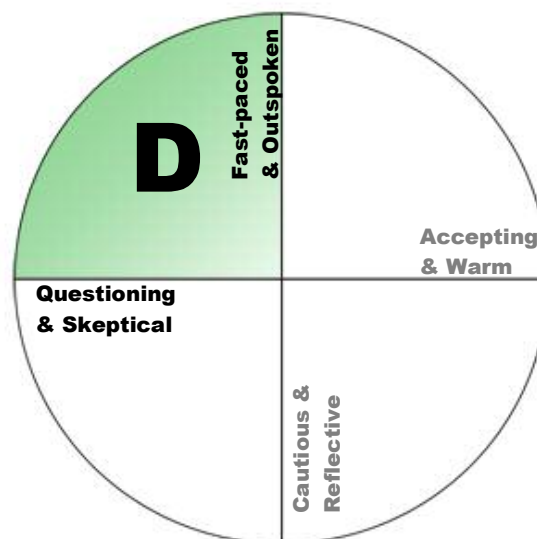
## Recognizing the “D” Buying Style

Everything DiSC® Sales Profile

## Section II

“D” customers are **fast-paced** and **outspoken**, which may clash with your tendency to take things at a moderate pace and interact with people in a calm, diplomatic manner. Whereas you may spend time trying to build a personal relationship, these customers may be more interested in just getting down to business. “D” customers want to know what your product or service can do for them immediately, and may have little patience for long, detailed presentations. To you, this may seem short-sighted.

Because you tend toward S, you may observe that these customers are more **questioning** and **skeptical** than you are. They may need to be convinced that a product or service is as good as presented, and they’re unlikely to accept anyone’s opinions immediately, even if they have had a long-term sales relationship. Furthermore they are much more candid about their objections than you might be. Whereas you are probably very diplomatic with your concerns, these customers can be quite blunt in challenging your offering.



### Some behaviors that can help you identify D customers:

- Assertive, results-oriented demeanor
- No-nonsense attitude
- Fast, action-oriented pace
- Straightforward or even blunt speech
- Willingness to take risks
- Open skepticism
- Impatience with small talk
- Eagerness to control discussions
- Quick, decisive actions

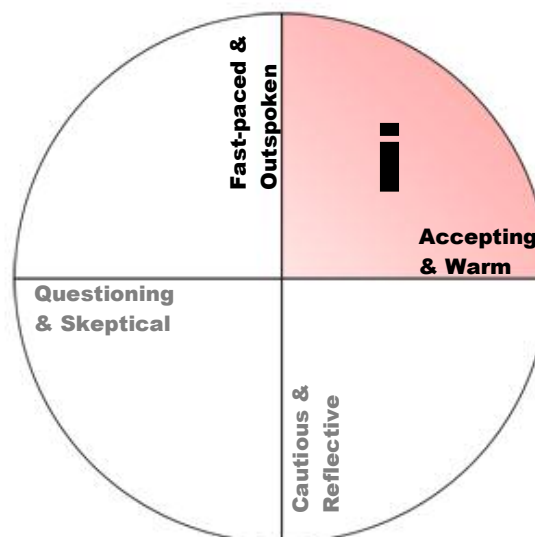
## Recognizing the “i” Buying Style

Everything DiSC® Sales Profile

## Section II

Customers who tend toward i are **fast-paced** and **outspoken**, which is in contrast to your preference to take matters slowly and with great care. These customers tend to be spontaneous and lively. You’ll probably notice that they’re outgoing in sales situations, and they may end up dominating the discussion because of your tendency to listen more than speak. They require little prompting to express their feelings and opinions, so “i” customers may open up quickly when discussing their needs.

Because you tend toward S, you usually will share the **accepting** and **warm** nature of these customers. Like you, they give people the benefit of the doubt. These customers, however, are more enthusiastic and sociable than you generally are. They’re eager to interact with others, and they may move the conversation away from topics that are solely about the sales process. To you, this may seem like a good way to create a stronger interpersonal bond.



### Some behaviors that can help you identify i customers:

- Upbeat and enthusiastic
- Positive outlook
- Friendly toward others
- Reliance on intuition or gut instinct
- Fast, action-oriented pace
- Interest in forming personal relationships
- Consideration of other’s feelings
- Eagerness to meet new people
- Willingness to try innovative or groundbreaking ideas

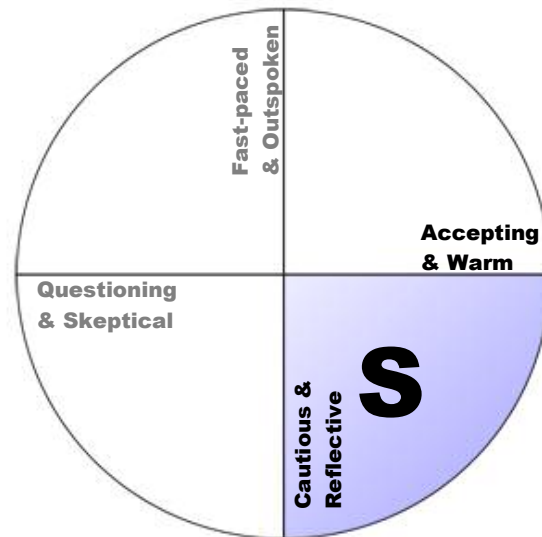
## Recognizing the “S” Buying Style

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## Section II

Like you, “S” customers have a very **accepting** and **warm** demeanor. You will probably notice that they’re accommodating and polite, and they share your frequent emphasis on sincere personal relationships. These customers are very patient and attentive listeners, so they may be more interested in hearing what you have to say than in talking about their needs. When discussing issues with an “S” customer, therefore, you may notice that you’re likely both concerned with one another’s comfort level.

Because you also tend toward S, you may appreciate these individuals’ slower and more careful pace. You are similarly **cautious** and **reflective**, and their preference to think carefully before committing to a product or service is likely to strike you as reasonable. To you, therefore, high-S customers may seem to be introspective while remaining tuned in to other people’s needs.



### Some behaviors that can help you identify S customers:

- Agreeable and welcoming manner
- Softer speech
- Moderate, methodical pace
- Attentive, patient listening
- Calm, gentle demeanor
- Frequent displays of modesty and accommodation
- Reluctance to commit quickly
- Caution or hesitancy when making decisions
- Avoidance of change

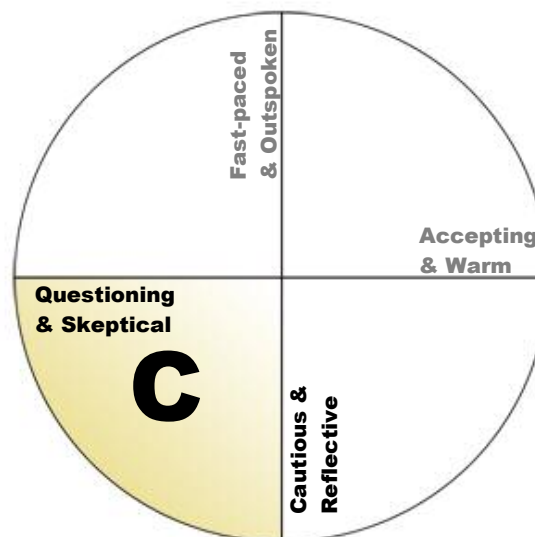
## Recognizing the “C” Buying Style

Everything DiSC® Sales Profile

## Section II

“C” customers tend to be **questioning** and **skeptical**, which is in contrast to your tendency to accept others at face value. They rarely let personal feelings influence their buying decisions, so they are unlikely to simply take someone’s word that a product or service is superior. These customers want to see case studies, well-researched data, and solid facts. While you do not share their questioning nature, you may find that when you methodically point out details and specifics, “C” customers appreciate your efforts.

Because you tend toward S, you may observe that these customers share your preference to be **cautious** and **reflective**. They take their time before coming to a decision, which lines up well with your tendency to move the sales process forward at a steady, reasonable pace. “C” customers may analyze options from many different angles, so the fact that you are usually patient and calm could help them move toward a commitment.



### Some behaviors that can help you identify C customers:

- Professional, even stoic demeanor
- Slow, methodical pace
- Reliance on logic and reason
- Avoidance of emotional expressions
- Discomfort with small talk or personal questions
- Open skepticism
- Caution when making decisions
- Interest in details

# Understanding What Drives “D” Customers

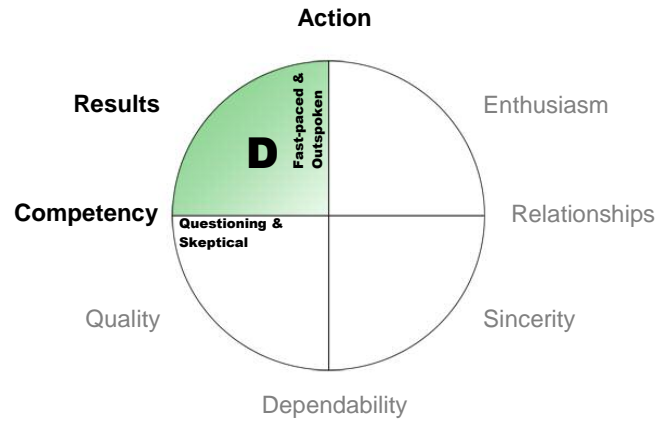
Everything DiSC® Sales Profile

## Section II

### What Do D Customers Prioritize?

#### They Expect Bottom-Line Results

Compared to you, “D” customers prioritize concrete **results**. They can be insistent in wanting to know the direct effect that a product or service will have on their business. They look for immediate developments and quick, uncomplicated returns on their investments. While you are interested in the relationship first and strive for sincerity, these customers, in contrast, may quickly become skeptical of emotional appeals and display impatience with salespeople who try to schmooze them, particularly with vague or exaggerated assurances. “D” customers keep their goals in mind, and their decisions are based on how it helps them to achieve practical, concrete success.



#### They Expect Competency From a Salesperson

While **competency** is important to everyone, it is expressed differently with “D” customers. They prioritize competency in both themselves and others. Oftentimes this translates into respect for confidence and a “can-do” approach. They want to know that a salesperson will fulfill his or her side of the deal, and unlike you, they may be reluctant to give people second chances if they make mistakes at crucial points in the sales process. They expect others to do their homework and understand the “D” customer’s business needs, without a lot of hand-holding. In general, they expect any salesperson who wants their business to earn their respect.

#### They Expect Quick Action and Forward Motion

In addition, “D” customers take **action**, and unlike you, they have little patience for lengthy discussions or complicated analyses. They want to know the key points and essential components, which helps them to make up their minds quickly. Once they have reached a decision, “D” customers seldom change their opinions easily, and they may express irritation if asked to reconsider or pressed to discuss additional options. Further, they’re unlikely to enjoy long, involved projects that require a lot of preparation or detailed work. They like to make a decision and see an immediate effect.

# Understanding What Drives “i” Customers

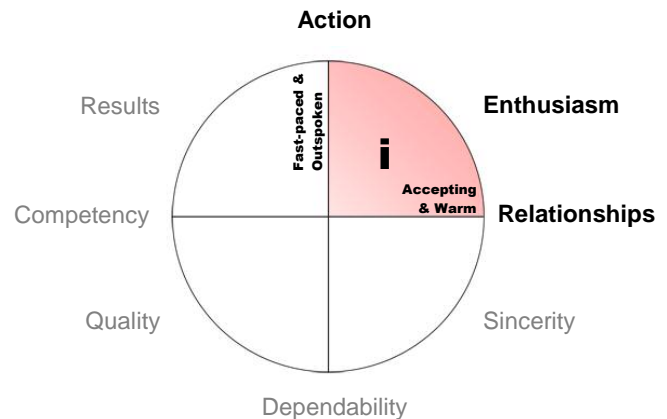
Everything DiSC® Sales Profile

## Section II

### What Do i Customers Prioritize?

#### They Expect Enthusiasm and Excitement

Customers who tend toward i appreciate **enthusiasm**, and for this reason, they want to feel excited about a product or service. They rely on their intuition to tell them if an offering is what they’re looking for. In contrast to your methodical and calm approach, the “i” customer needs to become inspired. They prefer a high energy level, so they may tune out individuals who fail to show outward passion or enthusiasm. Further, when deciding on a purchase, they’re particularly attracted to options that are fun and exciting, versus those that are logical and practical.



#### They Expect Quick Action and Immediate Impact

Similarly, “i” customers appreciate **action**, so they may grow bored with lengthy analyses, and their attention may drift if salespeople dwell on the specifics. They want to know only the key points of a product or service to help them reach their intuitive decisions. In addition, these customers may see offerings that are long on practicality but short on innovation as bland or insufficient for their needs. As well, they tend to be most attracted to options that will provide an immediate and energizing impact. In general, they want to be inspired by your product or service, which is contrast to your tendency to focus on the dependability and stability of your offer.

#### They Expect Friendly and Trusting Relationships

Like you, “i” customers prioritize personal **relationships**, which means that they want to get to know the salesperson as an individual before committing to buy anything. They place a strong value on trust, as you do, and they need friendly interactions to create this bond. As such, they tend to devote much of the sales process to discussing feelings, opinions, and ideas that are not strictly related to the offering.

# Understanding What Drives “S” Customers

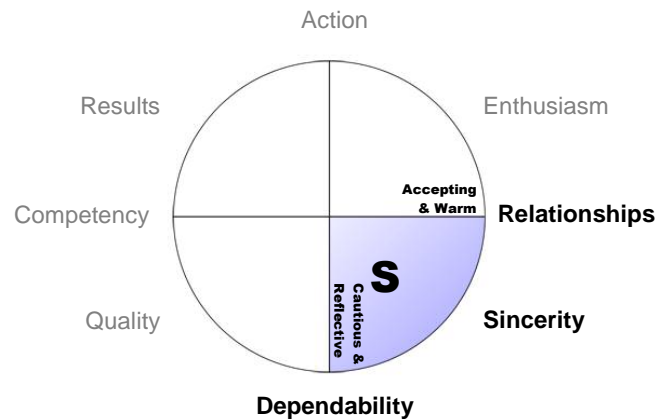
Everything DiSC® Sales Profile

## Section II

### What Do S Customers Prioritize?

#### They Expect Sincerity and a Genuine Approach

Like you, “S” customers want to know that people are **sincere** and heartfelt before they can truly feel comfortable communicating. They have a desire to appease people, and they may share your preference to allow others to dominate the conversation. These customers are unlikely to make a full commitment unless they feel that they can really trust a person, and they look for salespeople to take a thoughtful and genuine approach.



#### They Expect Trusting Relationships

In addition, these customers look for the comfort of trustworthy **relationships** during the sales process, as you do. An “S” customer wants the security of knowing that you care about him or her as a person rather than just as a customer. These customers need to know that you are interested in their unique situations. They may share your tendency to be slow to open up, but they will usually respond well if other people reveal their personal sides first.

#### They Expect Dependability from the Salesperson and the Offering

Finally, “S” customers want assurances of **dependability** for the product or service that you offer. Because these customers are as naturally cautious as you tend to be, they need to know that you’ll be around to give them support if things don’t go as planned. They are unlikely to be satisfied with vague promises or unexplained details, so specifics such as warranties, satisfaction guarantees, and service plans may provide the concrete reassurance they need.

# Understanding What Drives “C” Customers

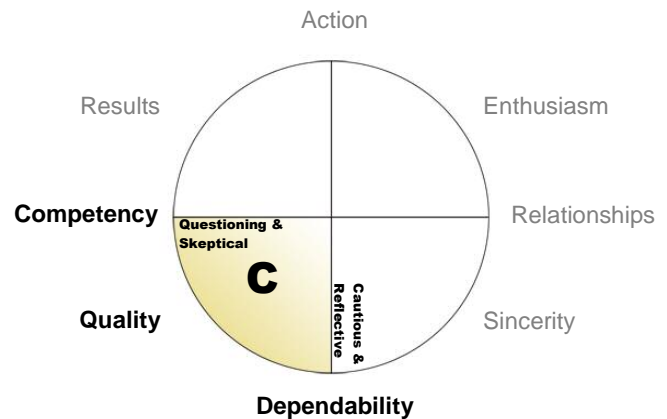
Everything DiSC® Sales Profile

## Section II

### What Do C Customers Prioritize?

#### They Expect High-Quality Products and Services

“C” customers value **quality**. They may analyze the specifics of an offering and ask probing questions about its features. They expect salespeople to provide details or evidence about the effectiveness of a product or service. These customers maintain high standards and have to be confident in the offering’s merit before they commit to buy.



#### They Expect Dependability and Accountability

Like you, “C” customers look for **dependability** in products, services, and people. These customers do not like to be surprised, and they want to be sure that there will not be problems down the line, such as hidden charges, flawed warranties, or inferior service plans. “C” customers are naturally skeptical, which is in contrast to your tendency to be more accepting of others, but just like you they want to be assured that people do not promise more than they can deliver. In addition, they need to know that you’ll be around to take responsibility if things don’t go as planned.

#### They Expect Competency and Expertise from Salespeople

While **competency** is important to everyone, it is expressed differently with “C” customers. They know their business, and they expect the same from salespeople. They like working with experts who can support their claims with evidence and details. Further, they like to see that a salesperson can talk through an idea in a manner that’s logical and analytical.

# Introduction to Adapting to Different Customers

## Section III

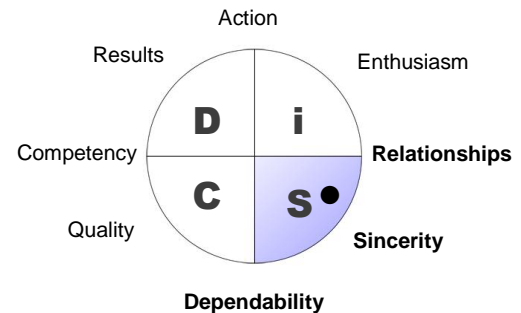
Everything DiSC® Sales Profile

Now that you recognize your selling priorities, and have an idea of what motivates different types of customers, we'll look at how to adapt your behavior in order to get the most out of the sales process.

On the following pages, you will find out how your selling priorities mesh or clash with the tendencies of different customers.

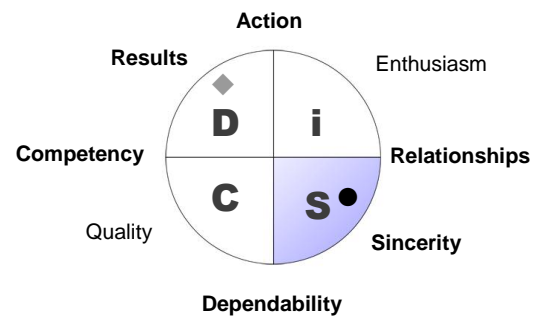
Your position on the DiSC® Sales Map indicates a natural inclination toward certain priorities, so you may find that adapting to customers with these same preferences is somewhat easy.

For example, as shown in the illustration to the right, the salesperson tends toward the S style. As such, he or she may find it relatively easy to adapt to customers who prioritize Sincerity, Dependability, and Relationships.



Those priorities that are on the opposite side of the circle from your dot, however, may present you with the most difficulty when it comes to adapting your behavior.

For example, the same “S” salesperson may find it more difficult to adapt to the “D” customer who prioritizes Results, Action, and Competency.



Still, it is always possible to adjust our preferences to meet the needs of our customers, especially if we are aware of these differences and are committed to serving our customers, rather than just doing what it takes to make the sale.

The following pages also provide specific strategies you can use to stretch beyond your natural preferences to make the selling process more productive, regardless of the type of customer you are interacting with.

In essence, we will learn how to adapt for the benefit of the customer.

## Adapting Your S Style to “D” Customers

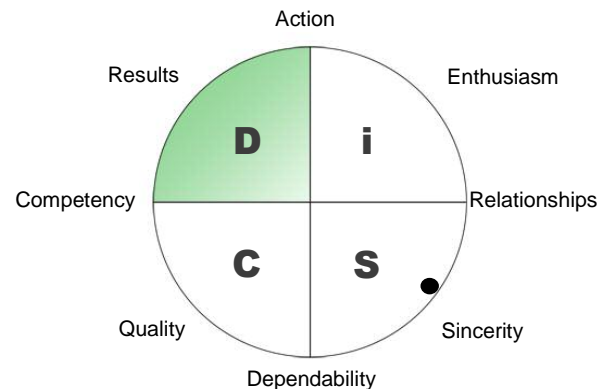
Everything DiSC® Sales Profile

## Section III

Because you tend toward the S style, you and the “D” customer may have different priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

### Compared to you, “D” customers tend to be

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



## Strategies for Interaction

### Addressing the Need for Results

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

- Show a desire to help them get immediate results
- Demonstrate how your offering can improve their bottom line
- Encourage them to discuss the kind of results they want

### Moving Toward Definitive Action

“D” customers want to cut to the chase, make a quick decision, and make things happen. Their desire for immediate action may clash with your tendency to carefully go over options. These customers speak quickly and make up their minds with little hesitation, and this may surprise you because you tend to be more laidback and methodical. It could be beneficial, therefore, for you to summarize information as much as possible and avoid tangents. Let them know that they can expect things to happen quickly.

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

### Proving Your Competency

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

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

## Adapting Your S Style to “i” Customers

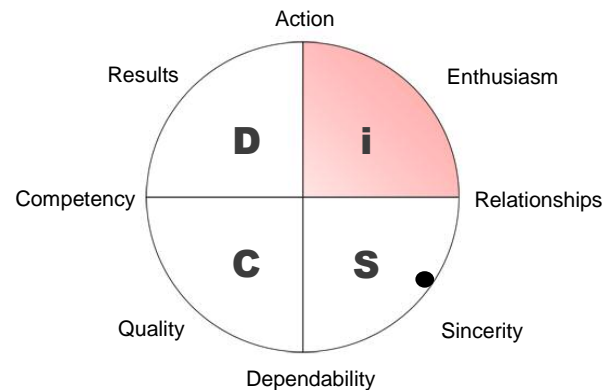
Everything DiSC® Sales Profile

## Section III

Because you tend toward the S style, you and the “i” customer may have both similarities and differences in your priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

### Compared to you, “i” customers tend to be

- More likely to keep things moving at a fast pace
- More interested in bold or daring plans
- More comfortable taking the lead in discussions
- More upbeat and enthusiastic
- Just as interested in establishing a personal connection
- Equally sensitive to other people’s emotional needs
- Less accommodating
- Less cautious



## Strategies for Interaction

### Increasing Enthusiasm for the Process

These customers are frequently energetic and upbeat in sales situations, so your tendency to be calm and laidback may strike them as too restrained. In addition, you may have some difficulty matching their energy level. However, by reinforcing their naturally optimistic point of view, and by emphasizing the positive aspects of your product or service, you may get “i” customers to focus their enthusiasm on your offering.

- Ask casual, open-ended questions that allow them to talk
- Capitalize on their natural optimism
- Demonstrate how your offering helps other people

### Building a Positive Relationship

These customers want to get to know the salesperson behind the product or service before committing to it, and you tend to share this emphasis on personal relationships. Therefore, you may find it fairly easy to talk to “i” customers and exchange ideas with them. But avoid being overly accommodating to their desire for small talk, since these customers may dominate the conversation and take the discussion off on tangents that have little to do with your product or service.

- Use a friendly, upbeat approach
- Share personal stories or anecdotes when appropriate
- Bring the discussion back to business if necessary

### Moving Toward Productive Action

These customers want to quickly discuss exciting new possibilities and make things happen at once, while you are more likely to take a careful and methodical approach. They may just want to go over options without digging through specifics, which may not line up with your tendency to be thorough. Remember to summarize information and play up the innovative or groundbreaking aspects of your offering in order to maintain the “i” customer’s interest.

- Provide concise summaries rather than detailed information
- Communicate new possibilities
- Provide testimonials of others’ success

## Adapting Your S Style to “S” Customers

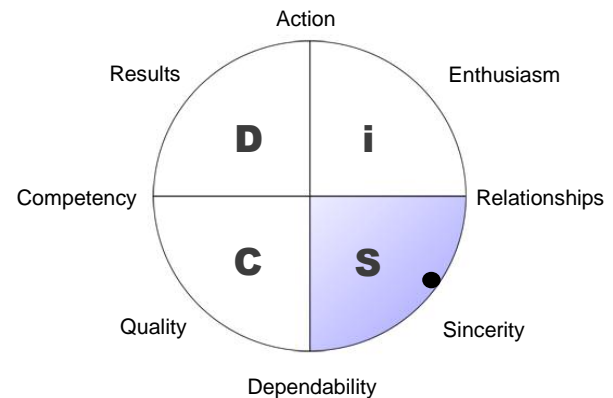
Everything DiSC® Sales Profile

## Section III

Because you also tend toward the S style, you and the “S” customer may have similar priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

### Compared to you, “S” customers tend to be

- Just as likely to take things at a slow pace
- Similarly cautious about making decisions
- Equally focused on the consistency and dependability of products and services
- Similarly interested in maintaining steady progress
- Just as focused on getting to know other people
- Equally interested in minimizing risks
- Just as likely to be polite and courteous to others



## Strategies for Interaction

### Addressing the Need for Sincerity

“S” customers have a high need for sincerity during the sales process. Because you usually share this tendency, they’ll probably trust that you have their best interests in mind. In addition, these customers dislike being pressured, so your tendency to be polite and give people space may help to create a non-threatening setting where they feel comfortable.

- Encourage them to express their thoughts
- Show warmth, empathy, and sincerity
- Let them get comfortable with a decision, without giving them so much time that they never commit

### Building a Trustworthy Relationship

“S” customers need to trust and like the salesperson before they commit to a product or service. This may not be a problem for you, however, because you probably make an effort to get to know your customers and try to establish friendly relationships with them. Feel free to show them a personal side of yourself. This may involve probing about their deeper concerns or relating some personal stories of your own.

- Share your thoughts with them in the spirit of openness
- Provide assurances of support during and after the sale
- Be informal, casual, and low pressure when appropriate

### Giving Assurances of Dependability

“S” customers want to minimize risks, which probably lines up with your tendency to emphasize gradual change and careful progress. These customers are less interested in daring or bold ideas, so your preference to focus on steady, dependable options may resonate with them. Show them that you stand behind your product or service, and take the time to explain your offering in a methodical fashion.

- Provide concrete demonstrations when appropriate
- Emphasize the stability and predictability of your offering
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security

## Adapting Your S Style to “C” Customers

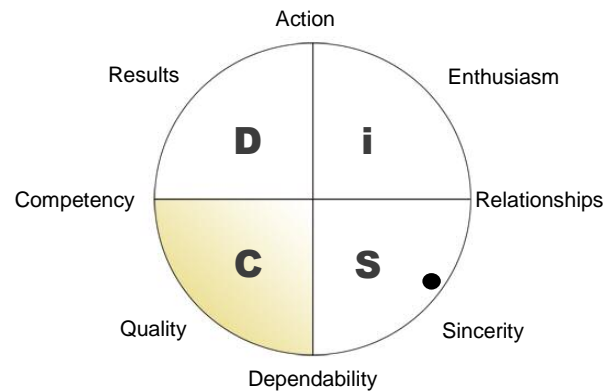
Everything DiSC® Sales Profile

## Section III

Because you tend toward the S style, you and the “C” customer may have both similarities and differences in your priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

### Compared to you, “C” customers tend to be

- More formal and reserved toward others
- More likely to confront problems objectively
- More analytical and logic-focused
- More questioning or challenging
- Equally focused on the dependability of products and services
- Equally likely to move at a slower pace
- Equally interested in the details
- Less sensitive to people’s emotional needs
- Less interested in establishing personal relationships



## Strategies for Interaction

### Emphasizing High Quality

“C” customers want to be assured that they are committing to the best, so they may scrutinize any offering for flaws or deficiencies. As such, these customers will appreciate that you usually keep the sales process moving at a steady pace that allows them to analyze and study their options. Be sure to offer them evidence to back up your claims, thus easing concerns about the quality of your offering.

- Have as many details and facts at your fingertips as possible
- Demonstrate that you have high standards for quality
- Give them the chance to show their knowledge

### Displaying Expertise and Competency

“C” customers like to work with salespeople who present their offerings in a rational manner. They’re much more likely to see you as competent and trustworthy if you can make a logical case. They also expect a high level of expertise from salespeople. Whereas you are fairly trusting of people, they are less likely to give others the benefit of the doubt. Make sure you do your homework and know your business.

- Use a factual, somewhat unemotional approach
- Earn their trust and respect by showing them that you are competent and knowledgeable
- Provide the logic and reasoning behind your suggestions or conclusions

### Addressing the Need for Dependability

“C” customers tend to be rational and cautious decision makers, so they may appreciate it when you go over options methodically to prove that your offering is truly dependable in the long term. In addition, your tendency to give them time to analyze issues may suit their needs well, as they dislike being pressured or feeling forced into hasty decisions. While you don’t like being pushy, be careful to avoid giving these customers so much space that they never make a decision.

- Present information in a methodical, clear, and logical way
- Be prepared to offer proof to support your claims
- Give them time to reflect on the information, but not so much space that they fail to commit

# DiSC<sup>®</sup> Customer Interaction Mapping

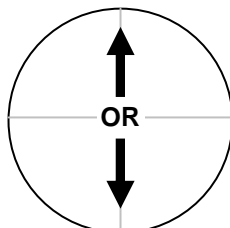
Everything DiSC<sup>®</sup> Sales Profile

## Section III

### Step 1: Customer Mapping

First, think about a key customer. Consider whether this person tends to be more:  
*(Circle a group of words on the top or bottom)*

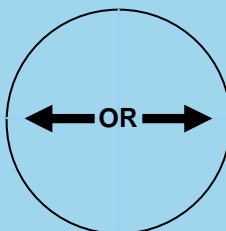
**Fast-paced & Outspoken**



**Cautious & Reflective**

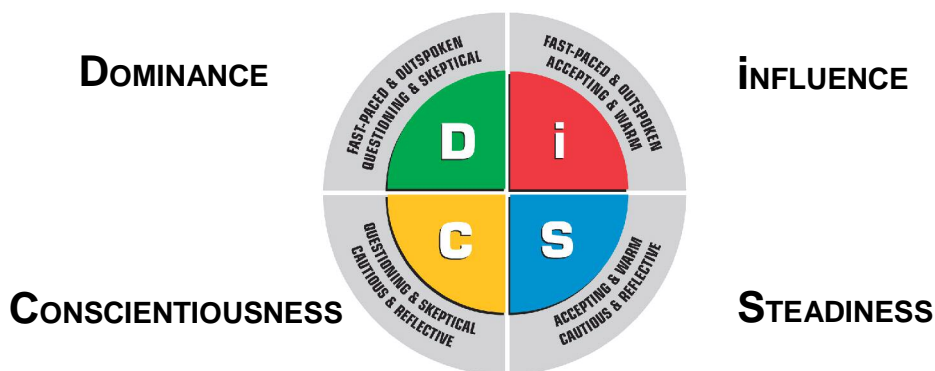
Second, consider whether this customer also tends to be more:  
*(Circle a group of words on the left or right)*

**Questioning & Skeptical**



**Accepting & Warm**

Now, combine your customer's tendencies to determine his or her DiSC<sup>®</sup> buying style.  
*(Circle the customer's DiSC buying style)*





## DiSC<sup>®</sup> Customer Interaction Plan

Everything DiSC<sup>®</sup> Sales Profile

## Section III

### Step 2: Read Your Profile

Read the appropriate page in Section III of this profile to understand strategies for how you may best interact with a customer of this DiSC buying style. Then answer the questions below.

What are your customer's priorities?

If these priorities are different than your own:

- Which of the priorities come least naturally to you?
- Which of the priorities are the closest to yours or most natural to you?

If you share the same priorities, what might be the source of your challenges?

How might your awareness of the differences or similarities in your priorities affect your relationship?

### Step 3: Interaction Plan

Choose one of your customer's priorities to focus on and answer the questions below to create a plan for a successful selling interaction.

What steps can you take to address their expectations in this area?

How might you rephrase or reposition your typical delivery to be more compatible with this priority?

What resources or options do you have for trying to address their expectations?

How and when can you practice meeting this priority?

How might you solicit feedback on how well you are meeting their priorities?