

# SALES PROFILE

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*ASSESSMENT TO ACTION.*

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## Introduction

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

*The 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<sup>®</sup> 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 Everything DiSC Sales Map, a tool to help navigate between salespeople and customers. The profile is divided into three sections.

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

Introduces your sales style based on your position on the Everything 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 Everything 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**

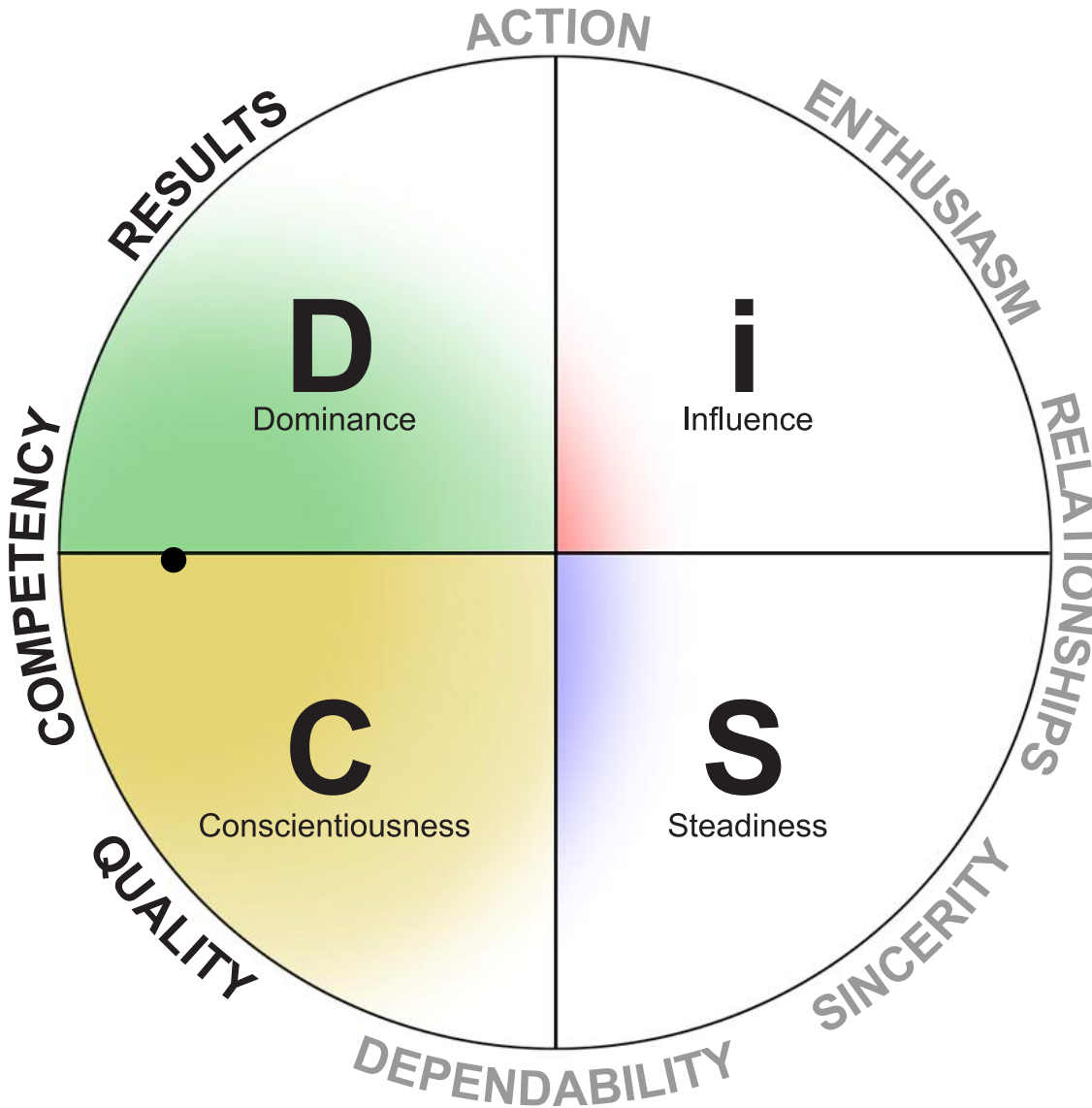
Shows how to navigate from your position on the Everything DiSC Sales Map to each of the four basic customer styles, and provides a customer mapping and interaction planning process.

# Your DiSC® Sales Style

Everything DiSC® Sales Profile

## Section I

As a salesperson, you have various priorities that drive the way that you do your job. The Everything DiSC® 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 Conscientiousness (C) region of the map, and somewhat toward the Dominance (D) region. 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.

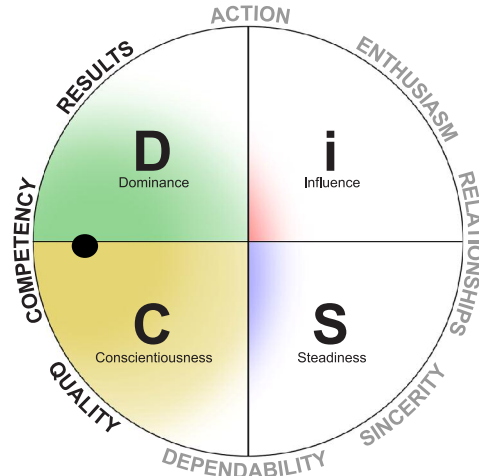
## Your Sales Priorities

Everything DiSC® Sales Profile

## Section I

Taylor, because you tend toward the C and D regions of the map, you're probably analytical, matter-of-fact, and somewhat skeptical. Most likely, you place a high value on independence, critical-thinking, and accuracy.

There are many different things that salespeople offer their customers, but as you can see on the map, you probably focus on offering **competency**, **quality**, and **results**. In other words, customers likely sense that you're reliable and thorough, as well as logical and knowledgeable. You probably have an analytical and fairly matter-of-fact approach to sales.



### Displaying Competency

You likely make sure you know all the nuances and details of your offering before entering the sales process, and you tend to be similarly thorough when analyzing how your product or service fits in with the customer's needs. You probably exhibit your knowledge of the customer's situation during discussions, and you may come across as confident and well-organized in the sales call. Furthermore, you tend to rely upon your expertise and self-assuredness to get you through any tough situations.

### Ensuring Quality

You probably have a good idea of all the ways in which your offering is superior, and you likely make it a point to detail these positive attributes to your customer. You tend to back up your claims with facts and data, and you are unlikely to make an assertion without solid proof. Furthermore, you probably make it clear to customers that you share their focus on effective solutions, and you may work to provide evidence of the high quality of your product or service.

### Getting Results

You tend to emphasize the ways in which your product or service will have an impact on the customer's business, taking a systematic and logical approach when explaining how your offering affects the bottom line. You likely are specific when highlighting the payoff you can deliver if customers commit, and you probably focus on realistic and rational goals. In addition, you tend to show customers precisely how your product or service will help them to achieve impressive results.

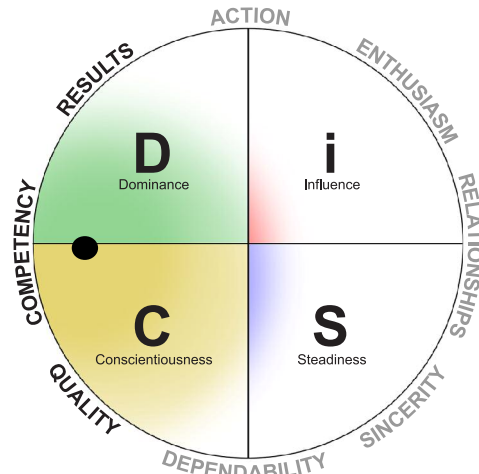
## Your Sales Strengths

Everything DiSC® Sales Profile

## Section I

Taylor, because you tend toward Conscientiousness and somewhat toward Dominance, you probably emphasize the **quality** of your offering. You may work to win over customers with your superior knowledge and command of details. You likely lay out a convincing argument for why your product is uniquely suited to help them achieve their goals. In the process, you probably impress customers as **competent** to handle their business.

You tend to avoid excessive small talk and focus on the bottom line. Many customers will appreciate that you are determined to get them **results** and don't waste time trying to charm them. Therefore, you may be seen as a well-prepared individual who takes the sales process seriously.



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.

### Competency

- I do my homework so that I understand the customer's business and needs
- I come across as knowledgeable and confident
- I don't get flustered if customers ask a lot of questions
- I don't become emotional in sales situations
- Customers can see that I'm competent to take care of their needs

### Results

- I don't waste the customer's time on small talk
- I keep the discussion on track and focused
- I quickly see the connections between the customer's needs and my product or service
- I keep an eye on the bottom line
- I'm persistent and assertive in securing the sale

### Quality

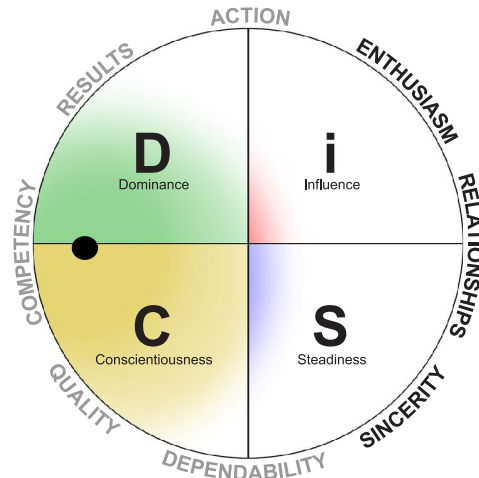
- I back up claims about the quality of my product or service with data and evidence
- I'm orderly and well-organized in sales situations
- I'm realistic about the customer's issues and problems
- I keep careful track of important details in sales situations
- I avoid making outlandish or exaggerated claims about what I'm selling

## Your Sales Challenges

Everything DiSC® Sales Profile

## Section I

If you look at the Everything 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 competency, quality, and results over **relationships**, **enthusiasm**, and **sincerity**. In other words, you may neglect to get to know your customers on a personal level, and you could miss the opportunity to create an energetic, optimistic, and friendly sales environment.



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.

### Relationships

- I may ignore customers' attempts to get to know me better
- Because I'm not emotional, some customers may feel that I'm indifferent to their problems
- 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 indecision

### 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

### Sincerity

- I can come across as a know-it-all
- I become defensive if customers question my knowledge on a topic
- I become frustrated if customers don't agree with me after I've demonstrated something logically
- Some customers may feel as though I'm talking down to them
- I sometimes dismiss customers' concerns as unimportant

# Recognizing the DiSC® Buying Styles

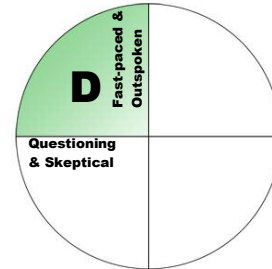
Everything DiSC® Sales Profile

## Section II

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

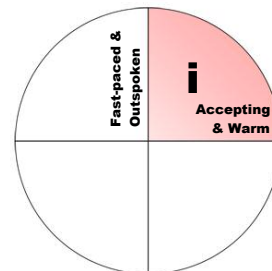
### D Buying Style

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.



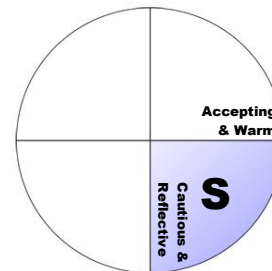
### i Buying Style

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.



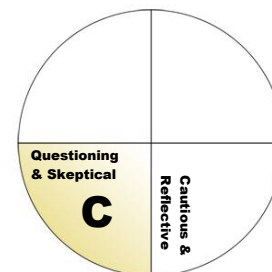
### S Buying Style

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.



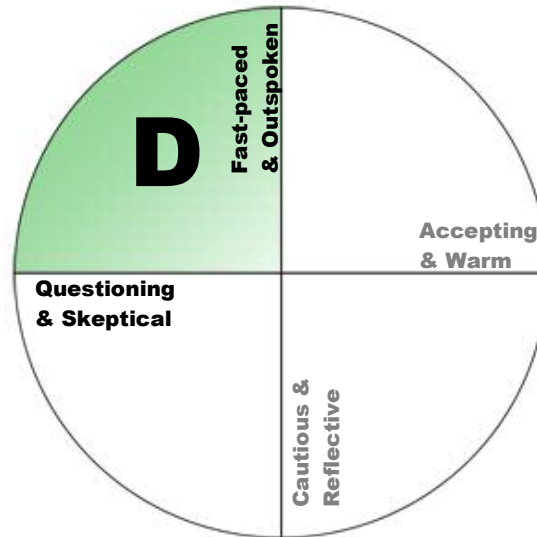
## Recognizing the “D” Buying Style

Everything DiSC® Sales Profile

## Section II

“D” customers are **fast-paced** and **outspoken**, and while you probably share the tendency to say it as you see it, they likely move faster than you do. These customers want to get to the point quickly, and they reach decisions and make up their minds rapidly, which may strike you as somewhat reckless. Your tendency to analyze issues and go over options may be lost on the “D” customer, who wants to get to the point. As a result, these customers may speak bluntly and try to control the discussion.

Because you tend toward C and D, you will find that these customers share your preference to be **questioning** and **skeptical**. They may need to be convinced that a product or service is as good as presented, and they examine people’s motivations before making any commitments. These customers may appreciate your tendency to avoid emotional appeals and stick to the facts, and they are as likely as you are to be straightforward when looking at issues.



### 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

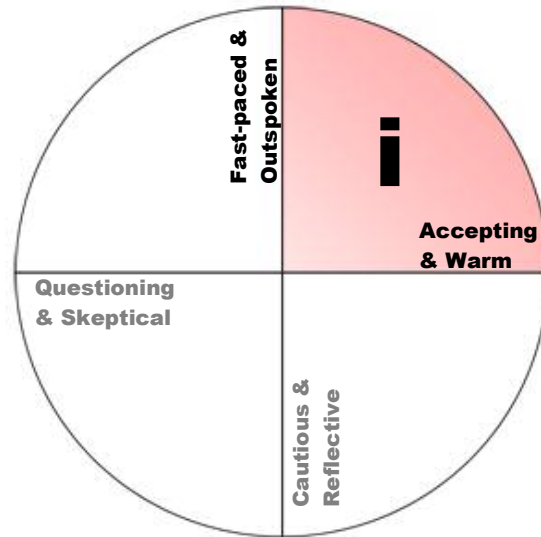
## Recognizing the “i” Buying Style

Everything DiSC® Sales Profile

## Section II

Customers who tend toward i are **fast-paced** and **outspoken**, and while you probably speak your mind when needed, you may see these customers as overly talkative or even reckless. They want to keep the atmosphere light, so they may quickly move from one topic to the other and freely express their thoughts and feelings. You will probably notice that they become restless or bored if you stick strictly to business and not participate in their attempts to keep the discussion open and fluid.

Because you tend toward C and D, you may observe that these customers are more **accepting** and **warm** than you usually are. They prioritize the value of personal relationships, and they may take time to socialize or make small talk in an effort to get to know you better. They feel they have to know more about the salesperson as an individual before signing on for the product or service. To you, this may seem irrelevant or unprofessional.



### 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

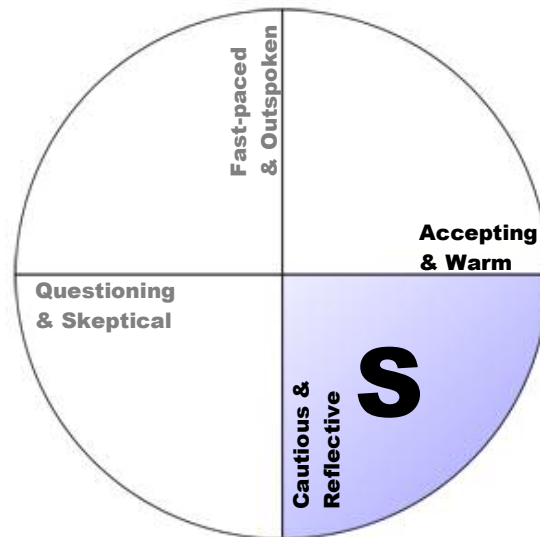
## Recognizing the “S” Buying Style

Everything DiSC® Sales Profile

## Section II

“S” customers have a very **accepting** and **warm** demeanor, which may clash with your tendency to be more reserved and formal with people. These customers want to establish a relationship based on sincerity and trust, while you usually want to stick to the facts and move toward definitive commitments. As a result, you may notice that “S” customers are accommodating and polite, but they could seem to hold back and avoid revealing their true concerns. This is because they want to please and appease people, and they may be intimidated by your frequently blunt approach.

Because you tend toward C but somewhat toward D, you may find that “S” customers have a somewhat slower and more careful pace than you do. These customers are **cautious** and **reflective**, so they think carefully before committing to a product or service, and they are hesitant to make a big change or move into uncharted territory. They may respond well to your tendency to explain details and specifics, since they want to carefully study options or new ideas.



### 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

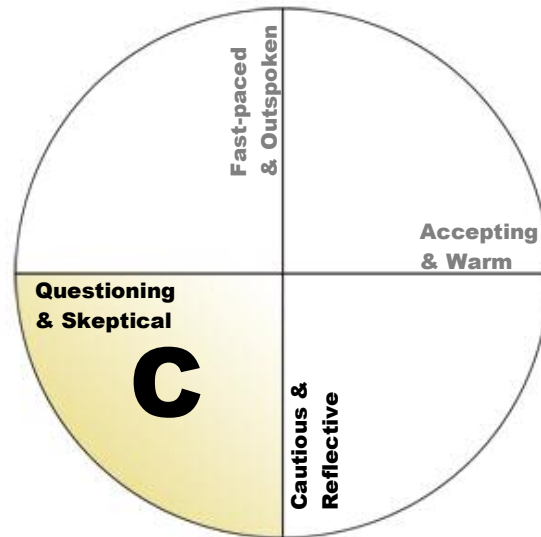
## Recognizing the “C” Buying Style

Everything DiSC® Sales Profile

## Section II

Like you, “C” customers tend to be **questioning** and **skeptical**. They rely on logic rather than intuition to make their decisions, and for this reason, they may ask for case studies, well-researched data, and solid facts. As such, they may share your tendency to look at ideas objectively and avoid letting personal feelings have much of an influence. You may notice that they identify potential issues that other customers would never notice, and they will appreciate your tendency to answer their questions in a straightforward manner.

Because you tend toward C and slightly toward D, you may observe that these customers are slightly more **cautious** and **reflective** than you are. They want to analyze their options and reach their own conclusions, so they may appreciate your tendency to supply them with details and specifics. These customers do not like being pressured or rushed, however, so they may pull back if you demand definitive answers.



### 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

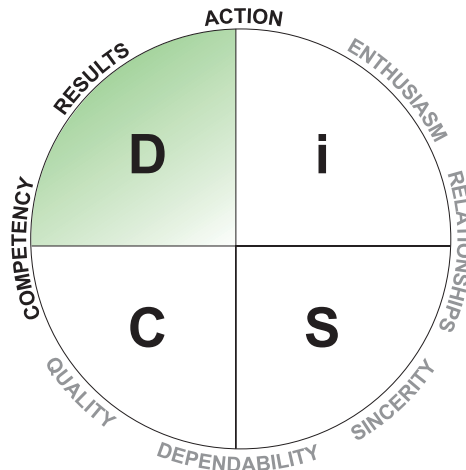
Everything DiSC® Sales Profile

## Section II

### What Do D Customers Prioritize?

#### They Expect Bottom-Line Results

“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. These customers look for immediate developments and quick, uncomplicated returns on their investments. Like you, “D” customers are skeptical of emotional appeals, but they may take it a step farther by actively displaying impatience with salespeople who try to schmooze them. “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

Like you, “D” customers prioritize **competency** in both themselves and others. However, while you are likely to consider people’s expertise and knowledge when assessing their competence, “D” customers look more for confidence and a “can-do” approach. They want to know that a salesperson will fulfill his or her side of the deal, and 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.

#### They Expect Quick Action and Forward Motion

“D” customers take **action**, and they have little patience for lengthy discussions or complicated analyses, which is in contrast to your tendency to go over options with some attention to detail. These customers 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. They like to make a decision and see an immediate effect.

# Understanding What Drives “i” Customers

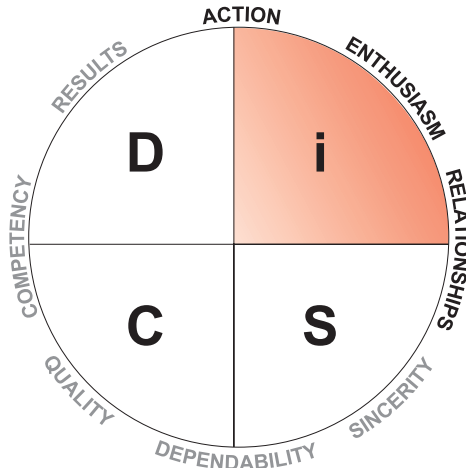
Everything DiSC® Sales Profile

## 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, which is in contrast to your tendency to base your decisions on facts and data. These customers need to become inspired about an idea to fully commit to it, so they want salespeople to display outward passion or enthusiasm about their own products or services. Also, when deciding on a purchase, they’re particularly attracted to options that are fun and exciting, as opposed to your frequent emphasis on logical and practical considerations.



#### They Expect Quick Action and Immediate Impact

Furthermore, “i” customers appreciate **action**, so they may want to know only the key points of a product and service to help them reach their intuitive decisions. They may grow bored with the kind of detailed analysis that you sometimes prefer. 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 provide an immediate and energizing impact, compared with your focus on high quality and objective results. In general, they want to be inspired by your product or service.

#### They Expect Friendly and Trusting Relationships

In contrast to 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, and they rely on friendly interactions to create a personal bond, which is in contrast to your tendency to remain logical and keep the focus on business considerations. 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, which may not always line up with your emphasis on the bottom line.

# Understanding What Drives “S” Customers

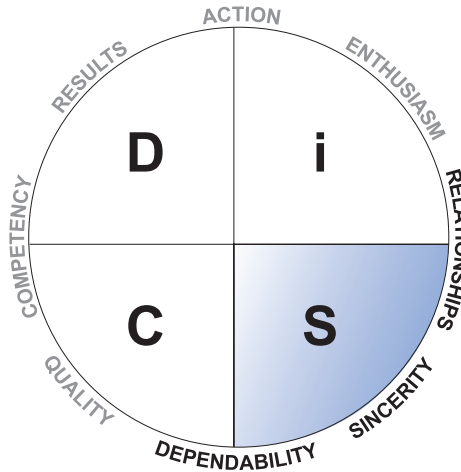
Everything DiSC® Sales Profile

## Section II

### What Do S Customers Prioritize?

#### They Expect Sincerity and a Genuine Approach

“S” customers want to know that you are **sincere** and heartfelt before they can truly feel comfortable during the sales process, and this may contrast with your preference to take a more reserved approach that focuses on the bottom line. In their desire to appease people, they may allow others to dominate the conversation, which gives the impression that they can be easily persuaded. However, these customers look for salespeople to be thoughtful and genuine, and they are unlikely to make a full commitment unless they feel that they can really trust a person.



#### They Expect Trusting Relationships

These customers strive for the comfort of trustworthy **relationships** during the sales process, in contrast to your tendency to focus on logic and the bottom line. 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. Despite their interest in establishing personal relationships, “S” customers may be slow to open up, and they could look for others to reveal their personal sides first.

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

“S” customers want assurances of **dependability** for the product or service that you offer. Because these customers are naturally cautious, they need to know that you’ll be around to give them support if things don’t go as planned. Like you, they are unlikely to be satisfied with vague promises or unexplained details. However, while you are likely to promote the quality of your offering and your own expertise, “S” customers tend to focus on specifics such as warranties, satisfaction guarantees, and service plans to get the concrete reassurance they need.

## Understanding What Drives “C” Customers

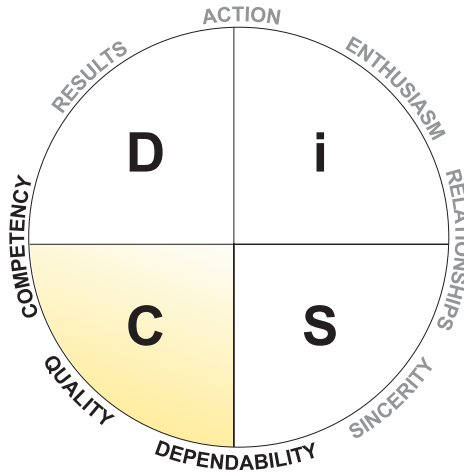
Everything DiSC® Sales Profile

## Section II

### What Do C Customers Prioritize?

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

Like you, “C” customers value **quality**. They may analyze the specifics of an offering and ask probing questions about its features, as you tend to do. They’re unlikely to be satisfied with responses that fail to provide the details or evidence that they need to evaluate the effectiveness of a product or service. These customers share your tendency to maintain high standards, so they have to be confident in an offering’s merit before they commit to buy.



#### They Expect Dependability and Accountability

“C” customers look for **dependability** in products, services, and salespeople. Like you, 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. Similar to you, “C” customers are naturally skeptical, so they want to be assured that people do not promise more than they can deliver. As such, 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

Like you, “C” customers want to see **competency** during the sales process. They know their business and expect salespeople to be knowledgeable about it as well. They like working with experts who can support their claims with evidence and details, especially if bold or daring plans are being discussed. Furthermore, they like to see that a salesperson can talk through an idea in a logical and analytical manner, which may match your tendency to rely upon facts and data.

# Introduction to Adapting to Different Customers

## Section III

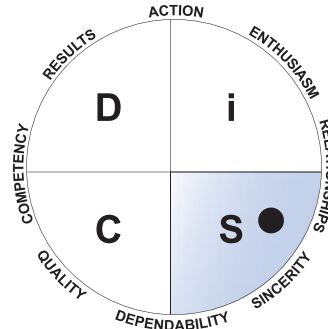
Everything DiSC® Sales Profile

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.

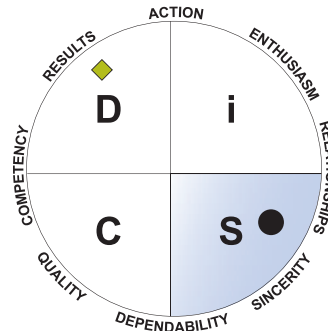
Your position on the Everything DiSC® Sales Map indicates a natural inclination toward certain priorities, so you may find that adapting to customers with these same preferences is somewhat easy.

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 CD Style to “D” Customers

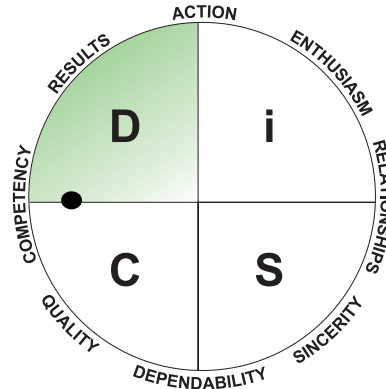
Everything DiSC® Sales Profile

## Section III

Because you tend toward the C style but also lean toward D, you and the “D” 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, “D” customers tend to be

- More likely to move at a fast pace
- More interested in an immediate payoff
- More interested in groundbreaking or innovative ideas
- More decisive
- Equally likely to avoid small talk
- Equally focused on the task at hand
- Just as likely to question others’ conclusions
- Less likely to analyze the details
- Less concerned with quality



### Strategies for Interaction

#### Addressing the Need for Results

“D” customers have a strong drive to get immediate results and achieve success quickly. Because they want to know about the concrete impact of your product or service, you might want to spend less time discussing the quality of your offering and more time showing how you can affect their bottom line. These customers share your preference for practical accomplishments, so keep the discussion focused on how your product or service can help them accomplish their goals simply and efficiently.

- Provide them with plenty of options and input
- Show a desire to help them get immediate results
- Demonstrate how your offering can improve their bottom line

#### Moving Toward Definitive Action

“D” customers make quick decisions about whether a product or service can help them, so their desire for immediate action and forward momentum could clash with your tendency to go over details and specifics. Get to the gist of your offering quickly because they may get impatient discussing the nuances of your offering. Show them how you can get the ball rolling quickly, and let them know that they won’t have to wait to see positive outcomes.

- Get to the point
- Create an urgent, rapid pace
- Provide concise summaries rather than thorough information

#### Proving Your Competency

“D” customers are self-assured and confident, so they do not respond well to salespeople they have to coddle. Show these customers that you can take control of the situation and get things done without a lot of hassle on their part. They are more likely to trust your abilities if you project a “can-do” attitude that does not cross over into arrogance.

- Gain respect by appearing confident
- Be straightforward and frank when appropriate
- Show respect for their authority

## Adapting Your CD Style to “i” Customers

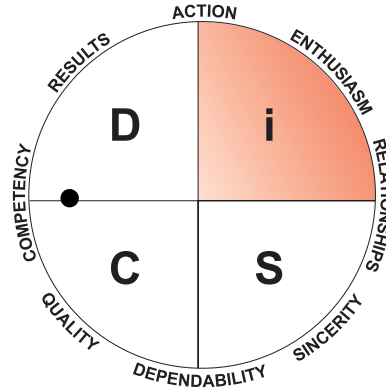
Everything DiSC® Sales Profile

## Section III

Because you tend toward the CD style, you and the “i” 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, “i” customers tend to be

- More interested in establishing a personal relationship
- More upbeat and enthusiastic
- More sensitive to people’s emotional needs
- More spontaneous and outgoing
- More optimistic
- Less interested in the details
- Less logic-focused and objective
- Less focused on the bottom line
- Less blunt or challenging
- Less likely to stay on topic



### Strategies for Interaction

#### Increasing Enthusiasm for the Process

These customers are frequently energetic and upbeat, while you are more likely to be logical and no-nonsense. As a result, you may have difficulty matching the “i” customer’s high level of enthusiasm, and they may view you as too focused on logic to appreciate passion. It may be helpful, therefore, for you to reinforce their naturally optimistic point of view, which may get them to focus their excitement on your offering.

- Capitalize on their natural optimism
- Allow them to express their thoughts
- Avoid becoming negative or pessimistic or dampening their enthusiasm

#### Building a Positive Relationship

These customers want to get to know the salesperson behind the product or service before committing to the sale, which could clash with your tendency to focus on results and objective facts. While their emphasis on a personal relationship may make you uncomfortable, they may feel slighted if you rebuff their attempts at friendship. Consider joining in with the “i” customer’s small talk, as long as the conversation doesn’t go off on unproductive tangents.

- Ask casual, open-ended questions that allow them to talk and tell their stories
- Answer their questions about you, if appropriate, before returning to business
- Find ways to make their small talk relate to their business

#### Moving Toward Productive Action

These customers want to know about the exciting possibilities of your product or service so they can hit the ground running, and they don’t want to dwell on the specifics or study complicated analyses. Your tendency, therefore, to emphasize the quality of your offering and back it up with data may cause them to lose interest in your product or service. Instead, try to summarize as much information as you can and avoid coming across as a know-it-all.

- Give concise summaries rather than detailed information
- Avoid presenting too much analysis
- Communicate excitement for new possibilities

## Adapting Your CD Style to “S” Customers

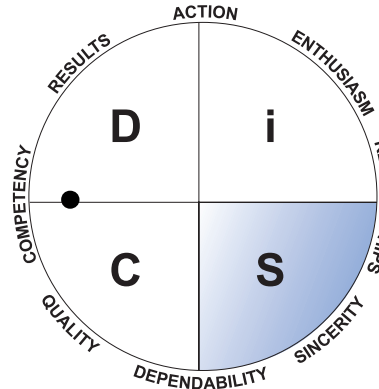
Everything DiSC® Sales Profile

## Section III

Because you tend toward the CD style, you and the “S” 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, “S” customers tend to be

- More focused on a sincere relationship
- More interested in people’s emotional needs
- More accepting and welcoming toward others
- More likely to yield to pressure
- More focused on the consistency and dependability of products and services
- Less likely to confront problems objectively
- Less analytical and logic-focused
- Less concerned about bottom-line results
- Less skeptical of people



## Strategies for Interaction

### Addressing the Need for Sincerity

“S” 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, these customers 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 their problems
- Explore their doubts and address their concerns
- Show that you’re willing to listen

### Building a Trustworthy Relationship

“S” 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. These customers may be hesitant to communicate their real concerns if they believe that you are only interested in convincing them of your offering’s superiority and getting through the sales process quickly. Therefore, try to spend more time making them comfortable with you personally before getting into the specifics of your product or service.

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

### Giving Assurances of Dependability

“S” customers are cautious decision makers who want to know that you stand behind your product or service. Because you tend to lay out information in a systematic and clear manner, you may appeal to their sense of stability and consistency. However, your tendency to appear reserved and results-focused may cause them to doubt that you will continue to offer service and support once they have committed.

Providing concrete evidence of dependability may help to put these customers at ease.

- Provide concrete demonstrations when appropriate
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security
- Provide assurances of support during and after the sale

## Adapting Your CD Style to “C” Customers

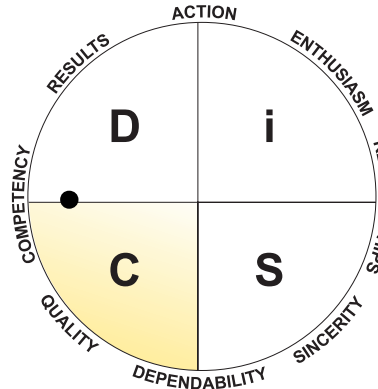
Everything DiSC® Sales Profile

## Section III

Because you tend toward the C style but lean toward D, you and the “C” customer may have both similarities and differences in 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 focused on the reliability of products and services
- More cautious
- Similarly dismissive of small talk
- Equally focused on avoiding personal questions
- Just as likely to question others’ conclusions
- Similarly focused on the quality of products and services
- Just as likely to stay on topic
- Less interested in controlling the discussion
- Less focused on results



## Strategies for Interaction

### Emphasizing High Quality

“C” customers place great value upon the quality of a product or service, which lines up well with your own high standards. These customers may scrutinize an offering for flaws or deficiencies, and you are likely to meet any of their objections head-on and present facts and figures that support your position. In fact, you may even encourage these customers to analyze your offering, which may ease their concerns about quality.

- Acknowledge their concerns without coming across as aggressive or defensive
- Have as many details and facts at your fingertips as possible
- Emphasize the superior aspects of your product or service

### Displaying Expertise and Competency

“C” customers like to work with salespeople who can present their offerings in a logical and rational manner, which matches your own tendency to be objective and focus upon data. They’re much more likely to believe you to be competent and trustworthy if they see you can make a logical case. They will likely respond positively if you show them that you’re knowledgeable about your business and have evidence to support your position.

- Use a factual, somewhat unemotional approach
- Prove your expertise by referring to your track record
- Provide the logic and reasoning behind your suggestions or conclusions

### Addressing the Need for Dependability

“C” customers are often cautious when making a big decision, and they may need time to digest information thoroughly and methodically before making a commitment. Although you may relate to their preference to carefully go over options and details, you are also more results-focused than they are, to the point that you might push them for a decision. Be sure to give them space to study your track record or the history of your product or service so they will be comfortable that they are making a solid, long-term choice.

- Present information methodically, clearly, and logically
- Encourage them to analyze and reflect on the information you’re presenting
- Highlight the availability of guarantees, warranties, or service plans

# Everything DiSC® Customer Interaction Mapping

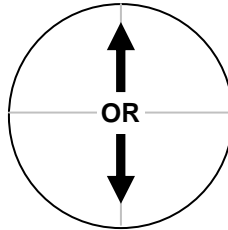
Everything DiSC® Sales Profile

## 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)*

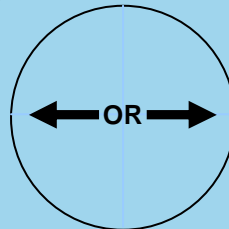
**Fast-paced & Outspoken**



**Cautious & Reflective**

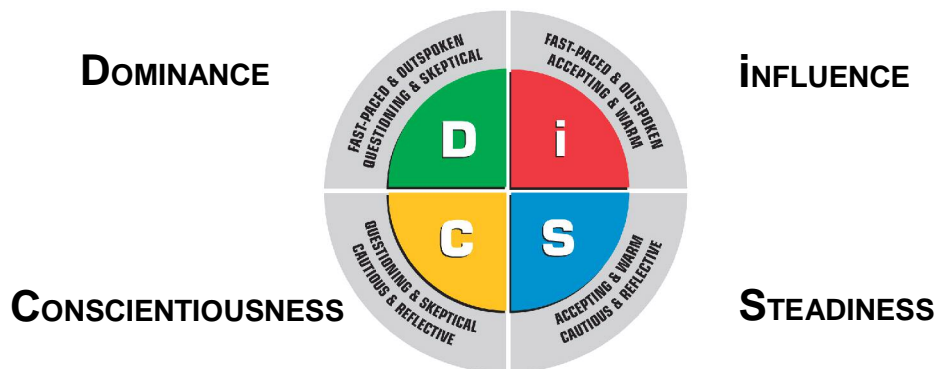
**Second**, consider whether this customer also tends to be more:  
*(Circle a group of words on the left or right)*

**Questioning & Skeptical**



**Accepting & Warm**

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



## Everything DiSC® Customer Interaction Plan

Everything DiSC® 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?

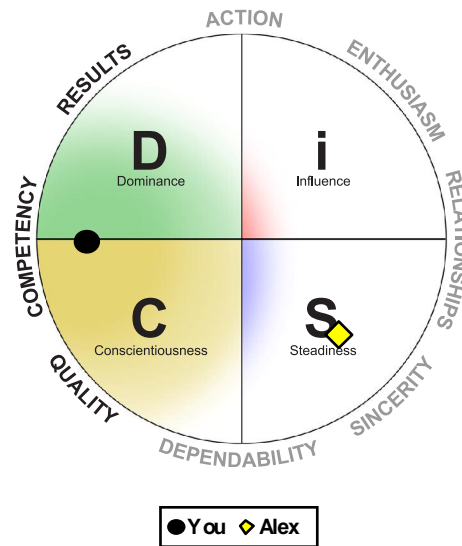
## Adapting Your CD Style to Alex Bradley, Your "S" Customer

Everything DiSC® Customer Interaction Map

Taylor, you indicated that your customer, Alex Bradley, is moderately cautious and reflective and is moderately accepting and warm. Therefore, he has an S style, as shown by the diamond on the Sales Map below. Because you tend toward the CD style, the two of you may have different priorities. Let's look at a comparison of your priorities and some possible strategies for maximizing your success selling to Alex.

### Compared to you, Alex Bradley may tend to be

- More focused on a sincere relationship
- More interested in people's emotional needs
- More accepting and welcoming toward others
- More likely to yield to pressure
- More focused on the consistency and dependability of products and services
- Less likely to confront problems objectively
- Less analytical and logic-focused
- Less concerned about bottom-line results
- Less skeptical of people



### Strategies for Interaction

#### Addressing the Need for Sincerity

"S" 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 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

#### Building a Trustworthy Relationship

"S" 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 may be hesitant to communicate his real concerns if he believes that you are only interested in convincing him of your offering's superiority and getting through the sales process quickly. Therefore, try to spend more time making him comfortable with you personally before getting into the specifics of your product or service.

- 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

#### Giving Assurances of Dependability

"S" customers are cautious decision makers who want to know that you stand behind your product or service. Because you tend to lay out information in a systematic and clear manner, you may appeal to Alex's sense of stability and consistency. However, your tendency to appear reserved and results-focused may cause him to doubt that you will continue to offer service and support once he has committed. Providing concrete evidence of dependability may help to put him at ease.

- Provide concrete demonstrations when appropriate
- Draw his attention to warranties, service plans, guarantees, or trial periods that offer security
- Provide assurances of support during and after the sale