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# DiSC<sup>®</sup>-Powered Selling

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# ***Welcome to DiSC<sup>®</sup>-Powered Selling***



# Session Goal



Identify and adapt to the differences in customers

Reduce  $r$  *Adapt for better results*  
and lost sales



Develop positive relationships with all types of customers

# The Process

- Discover the needs and preferences of customers with different styles
- Explore what works and what doesn't when communicating
- Practice adapting to all four customer styles
- Recognize how much we need to adapt to a key customer



# ***Icebreaker: Identifying Your Selling Approach***



# Selling Approaches



Supportive,  
Cooperative

Asking in a calm, accepting manner. Expecting the buyer to **progress steadily** toward a decision as the relationship develops.



Expressive,  
Relationship

Telling in an expressive, accepting manner. Expecting the buyer to be **quickly influenced** by the relationship.



Analytical,  
Deliberative

Asking in a controlled, logical manner. Expecting the buyer to **decide after** all the facts are available and results have been projected.



Direct,  
Results-oriented

Telling in a strong, direct manner. Expecting the buyer to **quickly decide** based upon key data and perceived benefits and results.

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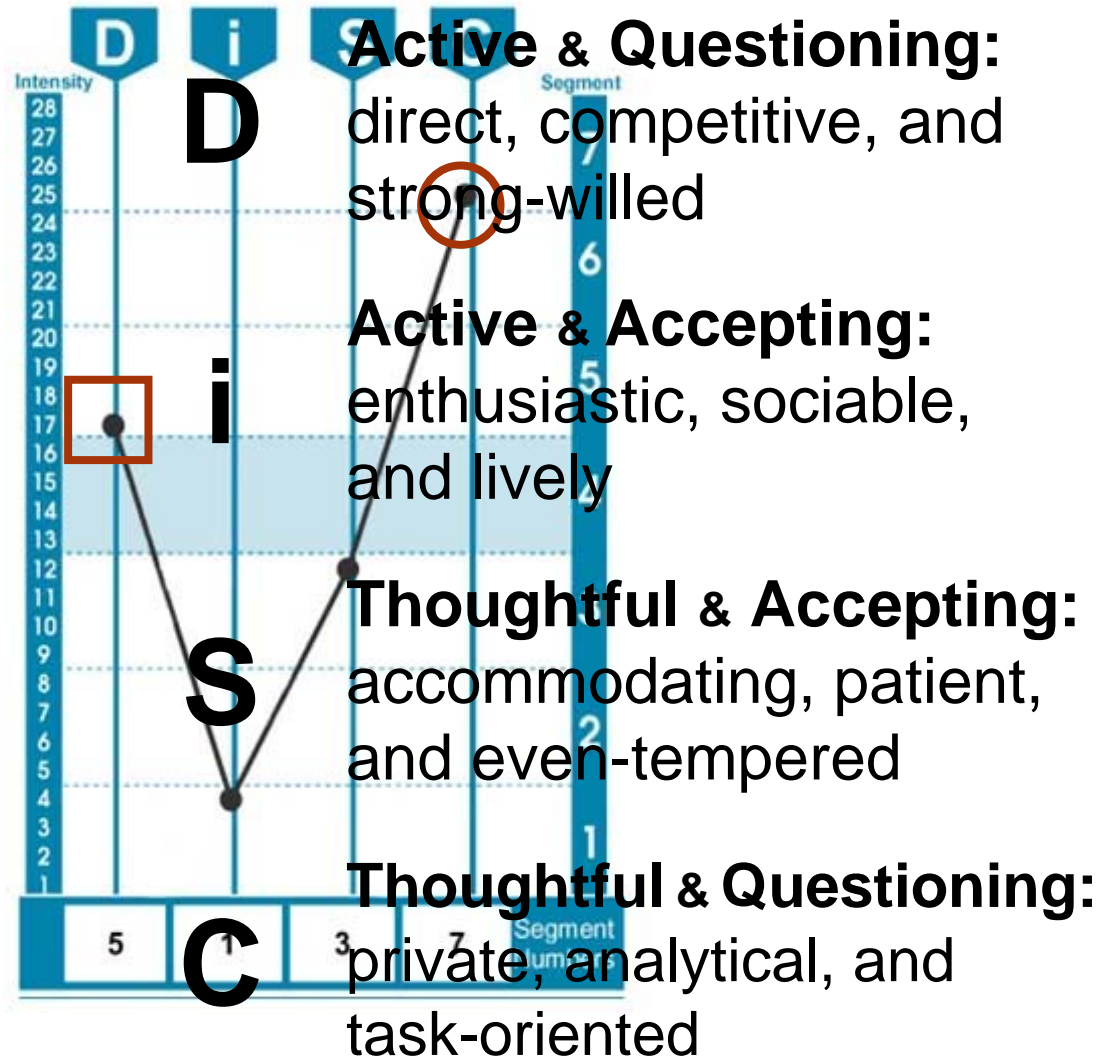
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***Getting Familiar with  
Your DiSC<sup>®</sup> Style***



# Your DiSC<sup>®</sup> Graph



# Your Highest DiSC<sup>®</sup> Dimensions

Getting Familiar with Your DiSC<sup>®</sup> Style

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## Your Highest DiSC<sup>®</sup> Dimensions

This is an overview of your primary DiSC<sup>®</sup> style or styles. Personalize your feedback by putting a [✓] checkmark next to things that are like you, an [X] by things that are not like you, and a [?] question mark next to things that you aren't sure about.

Sample, you are high in the Dominance dimension. As a result, you are likely to focus on shaping your environment by overcoming opposition to achieve your goals. ✓

Those who are strong in Dominance ("high Ds") crave challenges and seek prestige. They aspire to positions of authority and power. Opportunities for advancement and individual accomplishment are very desirable to them. ✓

Troubleshooting issues and solving problems do not intimidate high Ds, even if this means questioning the status quo. These individuals tend to do things quickly, making rapid decisions and achieving immediate results. They want their answers direct, and rigid controls or supervision chafes them. ✓ X

People high in Dominance have no problem tackling varied activities and embracing a wide range of tasks. In fact, they work best when receiving difficult assignments or getting the occasional shock to their worldview. To produce their highest-quality work, high Ds need to identify with a group and to pace themselves. Bosses and co-workers can complement these individuals by helping structure a predictable environment for themselves when needed. ✓ X ?

Because calculating risks and employing caution are not their strong suits, those high in Dominance would be wise to surround themselves with people who have these skills. Similarly, weighing the pros and cons of a situation is not in their nature, as they are fond of action rather than deliberation. So help in that area would also be valuable. ✓

A person high in Dominance should strive to continually hone his or her methods with personal experience. Verbalizing reasons for conclusions will also be a great asset. Oftentimes it might be difficult for high Ds to understand that they have to depend on people, but if aided by individuals who recognize the needs of others, it may become clear. Of course, it also helps if those high in Dominance just learn to relax more often. ✓ X ?



# ***Introduction to Different Customer Needs***

