Program Overview

Everything DiSC® Sales

- Understanding Your DiSC® Sales Style
- Recognizing and Understanding Customer Buying Styles
- Adapting Your Sales Style to Your Customer’s Buying Style
Section I: Understanding Your DiSC® Sales Style

Module 1:
Connecting to Our Customers

- Find ourselves
- Find our customers
- Navigate to our customers
### Strengths and Challenges

**Strengths**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Challenges</th>
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<td>SAMPLE</td>
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Write an **example** for **each** strength and challenge
Introduction to Everything DiSC®

Everything DiSC® Sales Profile

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Introduction to DiSC®
Welcome to Everything DiSC®

Profile, Page 2

- Table discussion
- What got your attention?
- Importance of the cornerstone principles

INTRODUCTION

Napoleon, have you ever wondered why connecting with some customers is easier for you than with others? Maybe you’ve noticed that you have an easier time working with customers who appreciate sharing ideas and developing a plan.

Or, may be you’d rather deal with the one who is light-hearted or a fun person instead of the one who likes to keep things very formal.

Or, perhaps you relate best to someone who is more warm and open.

Welcome! Welcome to Everything DiSC(r) The DiSC model is a simple, yet powerful tool for understanding how people interact and work with each other.

The DiSC model uses four dimensions to describe how people interact:

- Dominance
- Influence
- Conscientiousness
- Steadiness

Each dimension describes a different way of approaching work and relates to different styles of communication and interaction.

Cornerstone Principles

- All DISC styles are equally valuable and everyone is a blend of all four styles.
- Your DISC style factors such as your experience, education, and maturity.
- Understand yourself better is the first step to becoming better with others.
- Learning more about other people’s DISC styles can help you understand their priorities and how they may differ from your own.

DOMINANCE
- Direct
- Results-oriented
- Firm
- Strong-willed
- Forceful

INFLUENCE
- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

CONSCIENTIOUSNESS
- Analytical
- Reserved
- Precise
- Private
- Systematic

STEADINESS
- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful