

DISC People Reading Guide

DETERMINING BEHAVIORAL STYLE

MAKING THE CALL AND BUILDING TRUST



Dominance

- Minimize social chitchat
- Get down to business
- Be specific but don't dictate purpose; get reaction
- Don't play "one-up"; let them win
- Stick to time expectation
- Confront obstacles directly
- Share common interests at end

Influence

- Be warm & friendly
- Comment on/compliment surroundings
- Find common people/experiences
- Spinning the web is more important than business
- Be sure they agree to purpose, but don't be too task oriented
- Let them win at "one-up"
- Be informal

Conscientiousness

- Be warm and friendly but limit social chitchat
- Have an agenda
- Common values important
- Ask insightful questions
- Be prepared; offer evidence
- Be matter of fact/logical when confronting issues

Steadiness

- Don't rush to business; be warm and friendly
- Be gentle and patient
- Common interests/values important
- State the purpose and get reaction
- Don't drop names or play "one-up"
- Be process- not task-oriented
- Be gentle when confronting issues

MAKING THE CALL AND BUILDING TRUST

Needs for Decision Making

Dominance

- What it will do for them
- Status, recognition
- Results

SALES APPROACH:

Stress results & bottom line

Conscientiousness

- The facts: why it is logical
- Tangible, practical outcome

SALES APPROACH:

Stress track record

Needs for Decision Making

Needs for Decision Making

Influence

- Who else is using it
- What they say about it

SALES APPROACH:

Stress appeal to people

Steadiness

- How it will add security
- Predictable, reliable outcome; low risk

SALES APPROACH:

Stress support provided

Needs for Decision Making