

# How to Sell Using DISC

People buy from people they like! Identify your prospect's DISC behavioral style to better understand their buying tendencies and communication needs. Then, adapt your own behavioral style accordingly to help minimize or eliminate tension during the sales process. Communicating with a prospect based on their DISC style will help you sell to them more effectively.

## High Compliance Style

Buys: proven products and looks for information

Typical characteristics: may be suspicious of you and your products; does not make changes readily; usually not too talkative; will not readily try out new and innovative technology

Driving Forces for Selling a High C: no small talk, get to the point and answer all of their questions; needs lots of proof, background information, proven results before purchasing; needs time to absorb details and digest facts before proceeding; use plenty of research to back you up; ensure quality; find ways to minimize risk; give a complete proposal, explain details; do not over-promise; be businesslike, do not get personal

## High Dominance Style

Buys: new, innovative products and looks for results

Typical characteristics: an entrepreneur with many interests; often has several activities going on at once; does not like to waste time; usually has a fairly strong ego

Driving Forces for Selling a High D: don't waste time or give a lot of facts and figures; you and your product must appear credible; get to the point quickly, start with business – they will let you know if they want to chat; ask questions so they can tell you what they want; stress opportunities for prestige, challenge and efficiency; emphasize results and the bottom line; give direct answers; flatter their ego; ask for their opinion

## High Steadiness Style

Buys: traditional products and looks for security

Typical characteristics: may be somewhat shy, but wants to be your friend; slow to make changes; needs to trust the salesperson; not an innovator, likes the traditional way of doing things

Driving Forces for Selling a High S: take it slow and easy, being too fast or rushing them will lose the sale; earn their trust and friendship; involve the family in decisions; may require additional visits for reassurances that this is right for them; use facts and figures and give them a process; make sure you answer all of their questions; be sincere in a quiet manner; stress security or assurance if they buy now; give them time to think about the purchase

## High Influencing Style

Buys: showy products and looks for an experience

Typical characteristics: a friendly, people-oriented person who would rather talk than listen, rather socialize than do detail work; very quick buyer who values service; likes to try new things

Driving Forces for Selling a High I: let them talk for a while and be prepared to bring the conversation back to business; allow time for socializing, perhaps over lunch or dinner; provide a warm and friendly environment; use testimonials and drop names; have fun in the presentation; illustrate experiences and tell stories; it's ok to touch their arm or back; don't dwell on details; provide recognition for their accomplishments; support their dreams

Contact us at 770.319.0310 to learn more about our computerized Managing For Success® Assessments