

Sales DISC Report & Handouts

DISC Style "Email Decoding" Worksheet

Here is one message written in each of the four DISC styles. Use the criteria below to determine the style of each email. Write an email response for each one.

	D	I	S	C
Greeting?	Purpose	Happy	Friendly	Formal
Formatted?	Brief	Colors	Methodical	Detailed
Word Choice?	Notification	Party	Productive	Serious

Email #1
Subject: Planning Meeting Invitation

Hello Sam,
I would like to invite you to attend the planning meeting on Tuesday, October 15th on the conference room. I know you have a busy schedule, so I want to extend my appreciation starts @ 9:00 a.m. and ends @ 12:30 p.m. Please bring your reports, to help ensure the I look forward to seeing you on October 15th and working together to increase success. hesitate to call me @ ext.43.

Warm Regards,
Sarah Smith
Customer Care Department

Phase 5: MAINTAINING RAPPORT IN THE ASSURING STAGE

Assuring "D's"

- "D's" usually do not look for personal relationships at work due to their focus on accomplishing tasks.
- With "D's," do not rely on past sales to ensure future purchases. Follow up to find out if they have any complaints or problems with your product. If they do have complaints, address them immediately.
- Impress upon your customer your intent to stand behind your product or service.
- Stress that you will follow-up without taking much of their time.
- You may also want to offer...
- Whatever the...

Assuring "I's"

- "I's" frequently buy before they're sold which may lead to buyers' remorse.
- "I's" can benefit from ongoing reminders that they have made the right decision.
- Reinforce their decision by giving plenty of assistance immediately after the sale.
- Be certain they actually use your product or they may buy again or return it for a refund.
- Since they mingle with so many people, you can even ask "I's" if they'd be willing to share their glowing testimonials about you and your product with others.
- If they are feeling smart for using your product or service, most "I's" will give you more referrals than the other three styles combined!

Assuring "S's"

- Follow-up consistently with an "S"
- Give them your personal guarantee that you will remain in touch, keep things running smoothly, and be available on an "as needed" basis.
- "S's" like to think they have a special relationship with you; that you are more than just another business acquaintance; they prefer a continuing, predictable relationship.
- Give them your cell number, along with an invitation to call you any time with any concern. They will rarely use it, but will feel secure knowing it's available to them.
- They dislike one-time deals, so follow up to maintain...

Phase	With D's	With I's	With S's	With C's
Connecting	<ul style="list-style-type: none"> Skip small talk Lead with the main point Show up fully prepared 	<ul style="list-style-type: none"> Allow for time and stories before turning focus to business at hand Let them set the pace of the conversation Alternate questions between them personally and business Gently guide them back to the topic Keep the focus on their vision and goals 	<ul style="list-style-type: none"> Stick to business until they warm up to you Don't rush into agenda first Take an active interest in them Be sincerely interested in their answers Never interrupt them Gently guide them back to the topic Ask nonthreatening questions to draw them out over time 	<ul style="list-style-type: none"> Skip small talk Bring an agenda Remain cool, calm and professional Ask questions that reveal their expertise Keep the questions focused on the topic Alternate open and closed-ended questions
Exploring	<ul style="list-style-type: none"> Let him/her know where the questions are headed Only ask for information that's unavailable elsewhere Answer their questions directly 	<ul style="list-style-type: none"> Involve as many senses as possible Ask for their ideas often Sprinkle in testimonials Provide incentives for making decisions Show how the solution enhances their image and/or saves them effort 	<ul style="list-style-type: none"> Show how solution will simplify, add stability or support their goals Present new ideas in a non-threatening way Never rush them, but provide gentle, helpful nudges toward a decision They are slow decision makers like to consult opinions of others Don't pressure decision Focus 	<ul style="list-style-type: none"> Emphasize value, accuracy, precision Give them time & space to make decisions Share your process &/or time table for follow-up Double-check their satisfaction measurement

Prospect's Clues Worksheet

Prospect's Name _____ Phone _____ Email _____
Company _____ Natural DISC Style _____

Instructions:
1) Check off ✓ which descriptions apply to your Prospect.
2) Then use this information to initially determine how to package your communication.

	D	I	S	C
Motivation	Achieve, Authority equal to Responsibility, Opportunity to express ideas & vent ideas.	Applause, Recognition for Skills & Insights, Power to control own Career Path.	Acceptance, Sincerity from Groups & Peers.	Accuracy, complete the First Projects special
Conversation	Short, fast, abrupt	Spontaneous, Upbeat, Enjoys talking	Supportive, Friendly, polite	System, A lot of questions
Fear	Inferior, Taken advantage of	Ignored, Loss of Recognition	Instability, Sudden Changes	Inconsistent, Crises
Voicemail	"This is Smith. Leave your message at the tone."	"Thank you for calling. I hope you're having a wonderful day. I really do..." etc.	"I'm sorry I wasn't here to take your message. Your call is important to me, so please call me..." etc.	"Thank you."
Email	Bullets, Incomplete sentences, Diplomas, Calendar, Business-Like	Different Fonts, Conversational	Awards, Artwork, Creative	Well organized, outline format
On Walls				Family Picture, Personalized, Well Organized

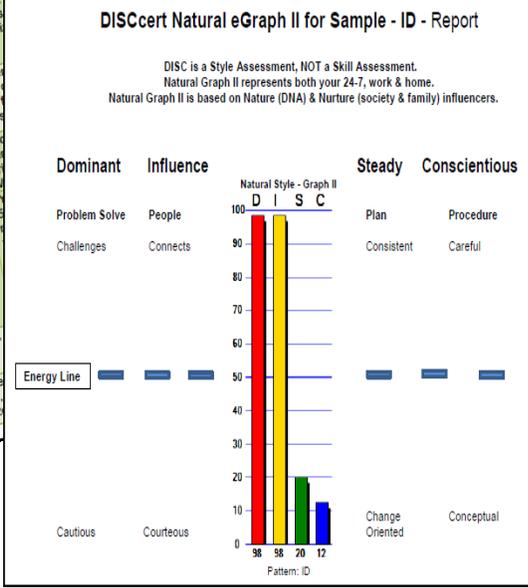
DISC Sales Worksheet

Tip - If you do not know Prospect's Style, begin conversation as if they are an "S."

If they interrupt you & tell you: "Get to the Point!" = D Style
If they listen patiently & start with: "Let me tell you about my fishing vacation..." = I Style
If they listen patiently & then ask, "Why?" = C Style

Prospect/Client: _____ Company: _____
Sales Process: _____ Email/Phone: _____

Sales Process	With D	With I	With S	With C
Connecting	Show up fully prepared	Allow time for stories first	Show interest in them	Bring an agenda
	Lead with main point	Let them set the pace	Don't rush into agenda first	Remain cool, calm & professional
	Alternate questions between personal & business	Keep focused on their vision	Never interrupt them	Ask questions that reveal their expertise
	Keep focused on their vision	Ask for their ideas often	Ask non-threatening questions to discover needs	Alternate open & closed questions
	Include testimonials, Show how solution enhances image	Show how solution will offer stability	Show how solution will offer stability	Focus on accuracy, quality, reliability
	Do the paperwork for them	Provide gentle, helpful nudges	They consult others prior to decision	Present facts that reduce risk
	Be ready to take their order	Review warranties	Provide logical options with documentation	Give them time & space to make decisions
	Make sure they don't get frustrated	Provide consistent follow-up	Share your process &/or time table for follow-up	Double-check their satisfaction measurement
	Help them use the product/service to reduce anxiety	Discuss long term business relationship		



Sales will Increase!

- Steps in sales process match up with how to sell to a D, I, S, or C Prospect
- For example, when in "Connecting Phase" of sales process, do the following:
 - For D: Skip small talk
 - For I: Allow time for stories
 - For S: Stick to business until they warm up to you
 - For C: Remain cool, calm and professional
- Handouts: Clues Worksheet and DISC Sales Worksheet


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