



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 interrupt you & start with: “Let me tell you about my fishing vacation...” = I Style

If they listen patiently. = S Style (Note – “S” Header is highlighted as a reminder.)

If they listen patiently & then ask, “Why?” = C Style

Prospect/Client: _____ Company: _____ Email/Phone: _____ DISC Style: ___

Sales Process	With D	With I	With S	With C
Connecting	Show up fully prepared Lead with main point	Allow time for stories first Let them set the pace	Show interest in them Don’t rush into agenda first	Bring an agenda Remain cool, calm & professional
Exploring	Explain where questions are headed Answer their questions directly	Alternate questions between personal & business Keep focused on their vision	Never interrupt them Ask non-threatening questions to discover needs	Ask questions that reveal their expertise Alternate open & closed questions
Collaborating	Focus on bottom line Provide concise recommendation	Ask for their ideas often Include testimonials. Show how solution enhances image	Show how solution will offer stability Provide gentle, helpful nudges	Focus on accuracy, quality, reliability Present facts that reduce risk
Confirming	Present 2 or 3 options Be quiet while the review & decide	Do the paperwork for them Be ready to take their order	They consult others prior to decision Review warranties	Provide logical options with documentation Give them time & space to make decisions
Assuring	Keep communication all business Insure 100% satisfaction with solution	Make sure they don’t get frustrated Help them use the product/service to reduce anxiety	Provide consistent follow-up Discuss long term business relationship	Share your process &/or time table for follow-up Double-check their satisfaction measurement

Sales Process from DISCstyles Self Report