

# DISC TIPS

## On the Phone with a “D”

### What is a “D”? - Dominant

#### Quick Tip...

*They are goal-oriented, assertive and independent.*



#### Your Caller is a "D" If:

**Conversation:** Immediately starts with issues.

Usually a question & no personal greeting.

**Example:** *"That report done?"*

**Viewpoint:** Phone IS a task management tool.

**Pace:** Rapid, to the point, especially if your agenda.

**Example:** *"You've GOT 5 minutes to convince me."*

**Tone:** Cool, emphatic - like a human telegram.

**Example:** *"DECIDE - Tradeshow this year or next?"*

**Power Cues:** They state when & where.

**Example:** *"I'LL CALL YOU at 8:00 AM tomorrow."*

#### Use on Phone with a "D":

**Approach:** Be Brief! Be Bright! Be Gone!

**Example:** *"Karen, timeline you requested will be to you by 2 PM today."*

**Word Choice:** Facts, Action, Thinking Terminology

**Example:** *"My vote is for option #2; yielding 10% increase."*

**Pace:** Keep fast pace or be viewed as incompetent.

**Example:** *"Yes. 2 PM EST works for me."*

**Provide:** Efficient options, save them time.



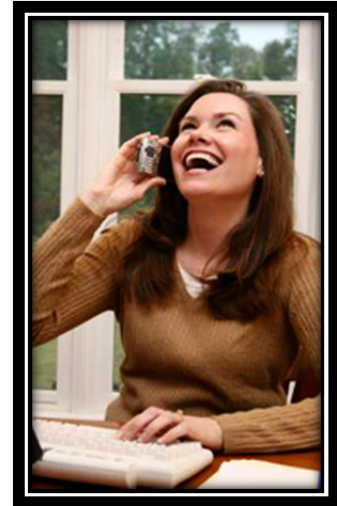
# DISC TIPS

## On the Phone with an "I"

### What is an "I"? - Interactive

#### Quick Tip...

*They are natural entertainers, optimistic and friendly.*



#### Your Caller is an "I" If:

**Conversation:** Starts with enthusiastic or informal greeting.

**Example:** *"Bill, I heard you got a promotion. That's awesome!"*

**Viewpoint:** The phone is a beloved toy. It allows them to keep you as their captive audience. They use the phone to recharge themselves.

**Example:** *"Hi Dave... I just called you to say 'Hi'. I'm just SO BORED!"*

**Pace:** Rapid, spontaneous and unstructured

**Tone:** Upbeat, Optimistic, Animated, "Happy-Go-Lucky" - They convey their gestures through voice with a wide range of excitement.

**Example:** *"Gosh, I can hardly wait until X happens. I know it's just going to be so great!"*

**Power Cues:** You'll hear them express how they "feel" about a topic rather than what they think. They often want to know your reaction, and even better yet, receive validation from you.

**Example:** *"Steve, do you feel that way, too?"*

#### Use on Phone with an "I":

**Approach:** Include feeling words and light-hearted humor. Talk about how much fun X will be. Give as much recognition to them as you can. More is always better, and testimonials help to persuade them.

**Example:** *"George, I've never seen anyone give such an empowering presentation. Sally and Jacob feel the same way, too. Excellent work!"*

**Word Choice:** If you need to exit the conversation, do it in a positive/upbeat manner.

**Example:** *"Well, Mary, it's been great reconnecting with you. I'm really looking forward to our appointment next Wednesday!"*

**Pace:** Keep it lively, fast and upbeat - or they'll get bored and quickly disengage.

**Provide:** Ample time for them to express themselves. You will grab their attention by including personal stories and anecdotes.



# DISC TIPS

## On the Phone with an "S"?

### What is an "S"? - Steady

*Quick Tip...*

*They are reflective and friendly communicators.*



### Your Caller is an "S" If:

**Conversation:** Starts with a warm, neutral, personal & unique greeting.

**Example:** *"Terry, it's great to hear from you. How is your family?"*

**Viewpoint:** The phone is a tool for building personal relationships.

**Example:** *"Sam, missed you at the staff meeting... Is everything OK?"*

**Pace:** Reflective, structured, consistent.

**Tone:** Pleasant, Friendly, Soft-spoken, Respectful, Tentative.

**Power Cues:** They do more listening than speaking, and focus on helping others. Initially non-committal, they make decisions after first conferring with others.

**Example:** *"I'll need to consult with Chris Jones before I can make that decision."*

### Use on Phone with an "S":

**Approach:** Be friendly and structured. Include a point-by-point description in your conversation.

**Example:** *"That makes sense. I especially agree with point A- because X, point B- because Y, and point C- because Z."*

**Word Choice:** Use non-threatening words and be sincere. Refer to one another on a first-name basis.

**Example:** *"Is this a good time to talk, Joe? I need 15 minutes of your time to review the numbers I sent you last week."*

**Pace:** Stay calm. Provide space for conversational digestion. Don't push decisions.

**Provide:** Time for them to process information. Be sequential. Give validation, particularly when they ask questions.



# DISC TIPS

## On the Phone with a "C"

### What is a "C"? - Compliant

*Quick Tip...*

*They are factual, formal and analytic.*



### Your Caller is a "C" If:

**Conversation:** Formal greeting often referencing fulfillment of a commitment.

**Example:** *"Hello Mr. Clark; I'm calling because you requested an update two days prior to our project meeting. This morning I e-mailed you the updated timeline."*

**Viewpoint:** The phone is an instrument of communication to respond to specific requests in an accurate & complete manner.

**Pace:** Prudent, Structured, Deliberate.

**Tone:** Authoritative when presenting information; Skeptical when responding to the ideas of others.

**Power Cues:** C's use facts, statistics, analysis, documentation, research, & data showing pros/cons. They are information-driven and postpone making decisions until they have researched at least 3 credible sources.

**Example:** *"I can't analyze these documents until the end of the week. And only after I hear back from my sources will I be prepared to provide my findings."*

### Use on Phone with a "C":

**Approach:** Present data in writing & in advance for review. Be detailed by providing thorough analysis of all facts. Request their expertise.

**Example:** *"I'm considering purchasing X for our department. I have e-mailed you the specs & 3 competitive quotes. I would like to schedule an appointment for next week, to discuss what other factors I should include."*

**Word Choice:** Stay formal and be specific & technically accurate. Beware, C's are typically wordsmiths. Choose your words carefully & keep in mind they interpret your words quite literally. And, unless previously established by the 'C,' use formal titles when addressing one another.

**Example:** *"Dr. Ross, based on the \_\_\_ study, included in the book, \_\_\_ written by \_\_\_ & published in June 2009, there is evidence of \_\_\_. I would appreciate your recommendations regarding additional studies I should include in my research."*

**Pace:** Make a conscious decision to state a fact or ask a specific question. Then pause & let them have time to think. Do not interrupt or rush.

**Provide:** More facts, less thoughts/opinions. Don't make assumptions. Structure each discussion topic with a beginning, middle, & end. Execute according to your plan & don't jump around.

**Example:** *"Mrs. Bay, first, I've found data that shows X; secondly, Y is clearly crucial, & lastly, Z is also evident. We will use this data to our advantage in the next presentation."*

