



**Increasing  
Effectiveness  
in Sales and  
Service**

**Respondent Name**

Tuesday, July 26, 2011

This report is provided by:

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# Sample's DiSC<sup>®</sup> Profile

Below is the DiSC<sup>®</sup> Graph that shows Sample's behavioral profile as you described her in your focus situation.



PROFILE DETAILS	
<b>First Name:</b>	Sample
<b>Last Name:</b>	Name
<b>Gender:</b>	Female
<b>Position/Title:</b>	Divisional Merchandise Manager
<b>Organization/Company:</b>	Lowmann Designs
<b>Focus Situation:</b>	Responding to Customer Complaints

## Behavioral Style Motivation

The chart below provides insight into the goals, fears, basis for buying, and selling strategy for each DiSC<sup>®</sup> style to help you better understand Sample. Her highest DiSC style based on your responses is shown in the shaded box. Refine your understanding of Sample by circling the words you feel best describe her. Then use the space provided to list the benefits of your product or service that will appeal to her, based on her likely DiSC style.

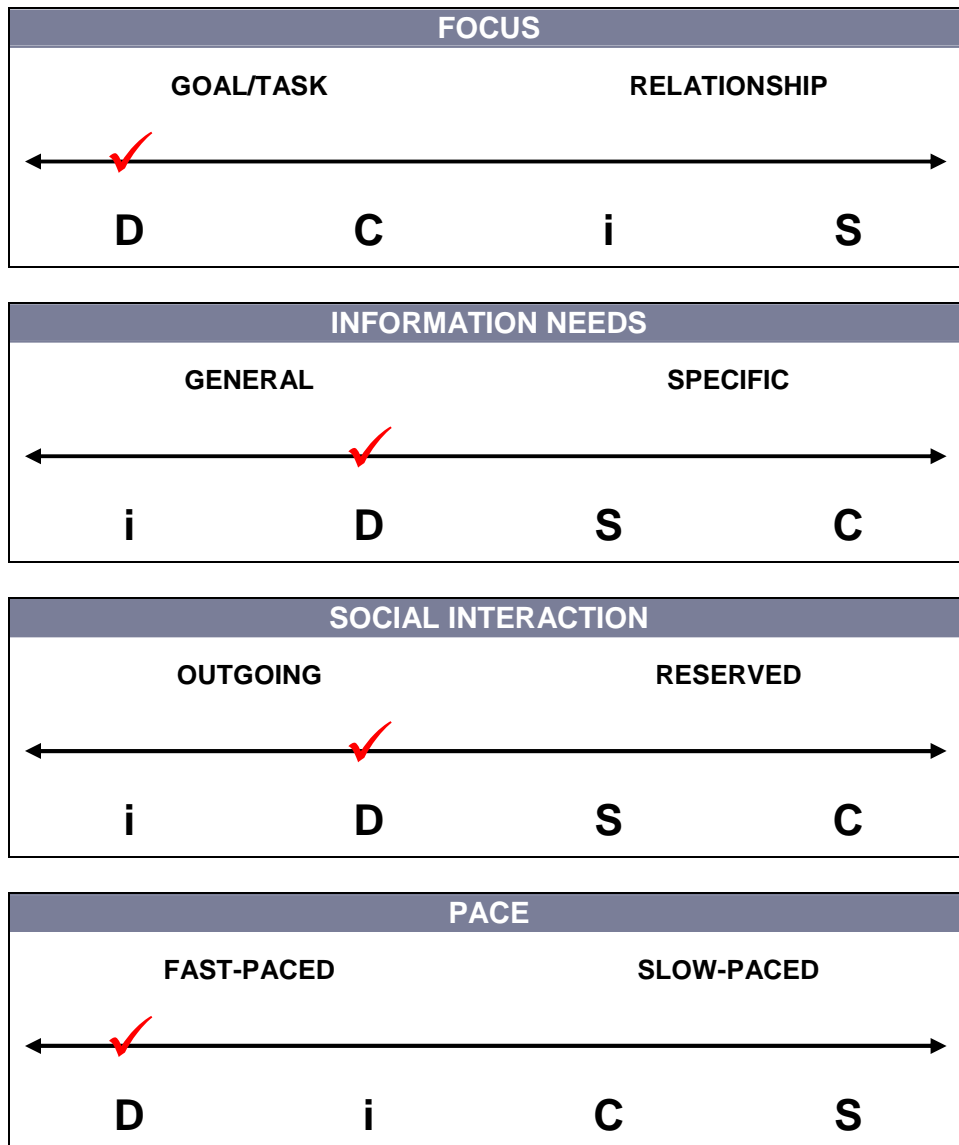
<div data-bbox="110 394 782 466" data-label="Section-Header"> <h3><b>D</b> DOMINANCE</h3> </div> <div data-bbox="110 491 782 1054" data-label="Text"> <p><b>Her GOAL Drive</b> Results; control</p> <p><b>Her FEAR Drive</b> Losing control of environment; being taken advantage of</p> <p><b>Her BASIS FOR BUYING (Decision-Making)</b> <b>What</b> the product or service does for her</p> <p><b>General STRATEGY FOR SELLING To Her</b> Potential results of using the product or service</p> <p><b>Your Product/Service's BENEFIT To Her</b></p> <p>_____</p> <p>_____</p> </div>	<div data-bbox="841 394 1513 466" data-label="Section-Header"> <h3><b>i</b> INFLUENCE</h3> </div> <div data-bbox="841 491 1513 1054" data-label="Text"> <p><b>Her GOAL Drive</b> People involvement; recognition</p> <p><b>Her FEAR Drive</b> Rejection; loss of approval</p> <p><b>Her BASIS FOR BUYING (Decision-Making)</b> <b>Who</b> is using your product or service (and what they say about it)</p> <p><b>General STRATEGY FOR SELLING To Her</b> The product or service's "appeal to people"</p> <p><b>Your Product/Service's BENEFIT To Her</b></p> <p>_____</p> <p>_____</p> </div>
<div data-bbox="110 1117 782 1188" data-label="Section-Header"> <h3><b>C</b> CONSCIENTIOUSNESS</h3> </div> <div data-bbox="110 1213 782 1776" data-label="Text"> <p><b>Her GOAL Drive</b> Accuracy; order</p> <p><b>Her FEAR Drive</b> Criticism of performance; lack of standards</p> <p><b>Her BASIS FOR BUYING (Decision-Making)</b> <b>Why</b> the product or service is a logical investment for her</p> <p><b>General STRATEGY FOR SELLING To Her</b> "Track record" of the product or service</p> <p><b>Your Product/Service's BENEFIT To Her</b></p> <p>_____</p> <p>_____</p> </div>	<div data-bbox="841 1117 1513 1188" data-label="Section-Header"> <h3><b>S</b> STEADINESS</h3> </div> <div data-bbox="841 1213 1513 1776" data-label="Text"> <p><b>Her GOAL Drive</b> Security; stability</p> <p><b>Her FEAR Drive</b> Sudden change; losing security</p> <p><b>Her BASIS FOR BUYING (Decision-Making)</b> <b>How</b> the product or service will help stabilize conditions for her</p> <p><b>General STRATEGY FOR SELLING To Her</b> "Support" provided by this product or service</p> <p><b>Your Product/Service's BENEFIT To Her</b></p> <p>_____</p> <p>_____</p> </div>

## Adaptability to Different Styles

The four pure behavioral styles exist on comparative continuums with each other. The four behavioral tendencies scales illustrate the degree of adaptation that is required for effective communication as they match your response to Sample behavioral style.

Sample's strongest behavioral style (i.e., highest plotting point) is marked with the ✓ symbol.

If you have completed your own **DiSC® Profile**, plot your highest DiSC style on each of the four scales with an "X." The degree of difference indicates how much you will need to adapt to communicate with Sample in her comfort zone.



## Suggestions for Interaction

Sample's strongest behavioral style (i.e., highest plotting point), based on your responses, is shown in the shaded column. When developing your **Action Plan** (page 6) for her, review the suggestions provided below for each approach in the sales process.

	<b>D</b> STRONGEST	<b>i</b>	<b>S</b>	<b>C</b>
▼ Process	Dominance	Influence	Steadiness	Conscientiousness
<b>PLANNING:</b> Focus on –	Goal of control over her environment.	How your product or service increases her influence with and approval by others.	Step-by-step approach for maintaining stability while improving results.	Performance record of your product or service. Be logical, accurate, and specific.
<b>OPENING:</b> To put her at ease –	Limit socializing. Get to the point. Relate to the goal of results.	Be casual and friendly. Relate to her feelings or aspirations.	Be informal and low pressure, but methodical.	Get to business swiftly, but tactfully. Don't invade her "space." Let her be the expert.
<b>INTERVIEWING:</b> Be –	Results-oriented. Focus on questions that surface concerns for desired results. Anticipate WHAT questions.	Enthusiastic. Ask open-ended questions to reveal motivations. Anticipate WHO questions.	Sincere. Focus on questions that demonstrate concern for tasks and relationships. Anticipate HOW questions.	Businesslike. Ask questions that allow her to express knowledge, strategies, and apprehensions. Anticipate WHY questions.
<b>PRESENTING:</b> In features and benefits –	Emphasize efficiency, savings, and profits.	Emphasize how she will save effort and look good to others.	Emphasize how she will maintain a predictable and harmonious environment.	Emphasize the accuracy, logic, and quality of the solution.
<b>RESPONDING TO CONCERNS:</b>	Accept her bluntness. Show your desire to help her achieve added results.	Respond to her feelings or doubts with empathy. Use testimonials of others' success.	Acknowledge her feelings. Offer ongoing support. May need to probe for real concerns.	Respond with information to most pressing questions. Reinforce logic, provide evidence to reassure.
<b>GAINING COMMITMENT:</b>	Provide options. Allow her to make the decision. Make direct close.	Use an upbeat approach. Provide ideas for implementing action. Use assumed close.	Support her decision by providing step-by-step actions. Seek a firm commitment without pushing.	Acknowledge her demand for logical action. Clarify priorities. Use direct close after time for consideration.
<b>SERVICING:</b> She will expect –	Efficiency and delivery as discussed. Follow up with evidence of results.	Actions to spare her effort or complications. Be responsive, informal, and open in your dealings.	Personal attention, availability, and repeated, scheduled follow-up to assure stability.	Specific assurances for reliability. Review periodically, verbally and in writing.

## Sales Action Plan

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**PLANNING:** Given Sample's DiSC style of behavior, what are some things you must make sure you do and avoid doing?

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**OPENING:** How much and what kind of interaction is most appropriate to use with her?

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**INTERVIEWING:** What questions will you ask to confirm her personal and organizational "hot buttons"?

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**PRESENTING:** What are some effective feature and benefit statements you could use that will fit Sample's behavioral preferences?

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**RESPONDING TO CONCERNS:** What are some likely concerns (i.e., objections, fears) she may have and how can you reduce them?

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**GAINING COMMITMENT:** What closing approach is likely to be most effective for gaining a commitment from her?

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**SERVICING:** What service expectations is Sample likely to have and how can you effectively respond?

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## Debriefing: After the Meeting

Meeting Date: \_\_\_\_\_

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**What did you learn from your meeting? How can you improve your next contact with Sample?**

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**PLANNING:** Was Sample's DiSC<sup>®</sup> style of behavior the same as it was the first time you filled out the profile? If not, what have you now concluded is her actual style?

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**OPENING:** How was the comfort level between you? What changes next time could increase this comfort level for each of you?

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**INTERVIEWING:** What "hot buttons" were discovered? What are some other questions you might ask during your next meeting?

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**PRESENTING:** What features and benefits statements worked out? What are other statements to try out next time?

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**RESPONDING TO CONCERNS:** What were Sample's main concerns? What responses could you make next time that might satisfy these concerns?

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**GAINING COMMITMENT:** Did you try to close with her? If yes, what were the results? What strategy will you use to help Sample decide the next time?

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**SERVICING:** How do Sample's "hot buttons" need to be serviced in your follow-up to this meeting? What results can you build on to expand or strengthen your working relationship with her?

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