

DISC CHEAT SHEET

**D**

**Recognized by these characteristics**

- ✓ Dominant/Do it now/Impatient
- ✓ Decision Maker/Appears insensitive
- ✓ Resists personal criticism

**Avoid**

- ✓ Telling him/her what to do
- ✓ Attacking their character
- ✓ Win-lose challenges/ultimatum

**Wants:**

- ✓ Power and authority
- ✓ Freedom from restraints
- ✓ Results/Personal challenges

**Listen for:**

- ▶ Launch right into conversation – may not even say hello
- ▶ Talks in short concise sentences – not long winded
- ▶ Appears very confident and abrupt
- ▶ Likes to control the conversation – typically the decision maker or at least thinks they are

STRATEGIES FOR SELLING TO A "D"

- ◆ No small talk
- ◆ Be direct
- ◆ Focus on results
- ◆ Assuage fear of **being taken advantage of**
- ◆ Display confidence
- ◆ Close with **alternate choice**
- ◆ They must **respect** you

RESONATING WITH YOUR CLIENT  
What words resonate with "D"

Results

Objectives

Target

Goals

Achieve

Facts

Bottom line

Authoritative

Decisive

Win

Respect

Powerful

**I**

**Recognized by these characteristics**

- ✓ Life of the party/Enthusiastic
- ✓ Do it now
- ✓ Disorganized/hates details
- ✓ Loves challenges/Good verbal skills

**Avoid**

- ✓ Negativity/Conflict
- ✓ Personal rejection/Fixed Environment

**Wants:**

- ✓ Social recognition/Prestige and fun
- ✓ Challenge and authority

**Listen for:**

- ▶ Very talkative – What's up, how are you?
- ▶ Uses "I" a lot....I feel that if we...
- ▶ Very bubbly, easy to talk to
- ▶ Impressed when you say another office or doctor is using the program

STRATEGIES FOR SELLING TO AN "I"

- ◆ Make friends first
- ◆ They buy based on feelings
- ◆ Use influential **references**
- ◆ Minimize details make it easy to buy
- ◆ Warranties are **not important**
- ◆ Stress **innovative** technology
- ◆ Close with **appeal to ego**
- ◆ They must **like** you

RESONATING WITH YOUR CLIENT  
What words resonate with "I"

Innovative

Hi profile

Simple

Hassle free

Inspiring

Influential

Positive

Enthusiastic

Optimistic

Stimulating

Exciting

Recognition

DISC CHEAT SHEET

**S**

**Recognized by these characteristics**

- ✓ Team player/Security minded
- ✓ Resist sudden change/Family oriented
- ✓ Does things later

**Avoid**

- ✓ Sudden changes
- ✓ Competition rather than cooperation
- ✓ Conflict/Aggressiveness/Multiple tasks

**Wants:**

- ✓ Security for family/Sincerity and appreciation
- ✓ Truth and loyalty/Stable environment

**Listen for:**

- ▶ Slow talker
- ▶ Wants to understand the process
- ▶ Very sensitive
- ▶ May ask to consult other people in the office before deciding

STRATEGIES FOR SELLING TO AN "S"

- ◆ Visit about **family**
- ◆ Tell them **what, tell them, summarize**
- ◆ Be sincere and do not knock competition
- ◆ Stress security and **personalize service**
- ◆ Warranties are **important**
- ◆ Customers become **friends**
- ◆ Close with **assumptive/summary**
- ◆ They must **trust** you

RESONATING WITH YOUR CLIENT  
What words resonate with "S"

<b>We</b>	<b>Safe</b>
<b>Team</b>	<b>Loyal</b>
<b>Together</b>	<b>Relationship</b>
<b>Roadmap</b>	<b>Dependable</b>
<b>Consistent</b>	<b>Thorough</b>
<b>Secure</b>	<b>Kind</b>

**C**

**Recognized by these characteristics**

- ✓ Do it later/Reserved/Critical thinker
- ✓ Conscientious/Accurate
- ✓ Very organized

**Avoid**

- ✓ Criticizing their work
- ✓ Asking highly personal questions
- ✓ Incomplete data

**Wants:**

- ✓ Work autonomy/Rules to follow
- ✓ Professional development
- ✓ Freedom from personalization

**Listen for:**

- ▶ Very formal.... good afternoon, this is....
- ▶ Doesn't like to talk about personal stuff at work
- ▶ They proceed with caution, may want time to think unless you can prove the benefits
- ▶ Likes data and facts, not worried about what everyone else is doing
- ▶ May ask a lot of questions

STRATEGIES FOR SELLING TO A "C"

- ◆ Do not get **personal**
- ◆ Emphasize track record and reliability
- ◆ Warranties **important**
- ◆ Give **facts and data** presentation
- ◆ Be organized and patient
- ◆ Back up claims with **facts in writing**
- ◆ They buy based on why this is a **logical decision**
- ◆ There must be a **penalty** for delay
- ◆ Close with a **balance sheet**
- ◆ They must **nothing** you

RESONATING WITH YOUR CLIENT  
What words resonate with "C"

<b>Measured</b>	<b>Benchmark</b>
<b>Consistent</b>	<b>Case Study</b>
<b>Risk Free/ Mitigation</b>	<b>Tried And Tested</b>
<b>Calculated</b>	<b>Compliant</b>
<b>Logical</b>	<b>Accurate</b>
<b>Proven</b>	<b>Precise</b>