

## 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

### 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 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

### 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 "D"

Results

Objectives

Target

Goals

Achieve

Facts

Bottom line

Authoritative

Decisive

Win

Respect

Powerful

### RESONATING WITH YOUR CLIENT WHAT WORDS RESONATE WITH "I"

Innovative

Hi profile

Simple

Hassle free

Inspiring

Influential

Positive

Enthusiastic

Optimistic

Stimulating

Exciting

Recognition