

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

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 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

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 "S"

We

Team

Together

Roadmap

Consistent

Secure

Safe

Loyal

Relationship

Dependable

Thorough

Kind

RESONATING WITH YOUR CLIENT What words resonate with "C"

Measured

Consistent

Risk Free/
Mitigation

Calculated

Logical

Proven

Benchmark

Case Study

Tried And Tested

Compliant

Accurate

Precise