



DISC CHEAT SHEET

D

Recognized by these characteristics

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

Avoid

- ✓ Telling them what to do.
- ✓ Attacking their character.
- ✓ Win-lose challenges/Ultimatums.

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

High-profile

Simple

Hassle-free

Inspiring

Influential

Positive

Enthusiastic

Optimistic

Stimulating

Exciting

Recognition



DISC CHEAT SHEET

S

Recognized by these characteristics

- ✓ Team player/Security minded.
- ✓ Resists 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 **personalized 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 are **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