

Custom Program Title

Leader's Guide

SECTION I: UNDERSTANDING YOUR DISC® SALES STYLE

Module 1

Module 2

SECTION II: RECOGNIZING AND UNDERSTANDING CUSTOMER BUYING STYLES

Module 3

Module 4

SECTION III: ADAPTING YOUR SALES STYLE TO YOUR CUSTOMER'S BUYING STYLE

Module 5

Module 6



Everything DiSC® Sales



MODULE OVERVIEW

Length: 50 minutes

Video: 9 minutes

Activities:

- Partner
- Small Group

Materials:

- Handout 1.1Handout 1.2
- Everything DiSC Sales

Profile pp 3-7

Goals:

- Discover the Everything DiSC[®] Sales Map
- Identify the priorities of your sales style

Activity Description:

Participants list their strengths and challenges, then share personal examples of each with a partner. A video introduces them to the priorities that characterize each DiSC sales style. Participants read the

Everything DiSC Sales Profile to discover their own priorities,

strengths, and challenges, and then discuss what they've learned with a partner.



WELCOME

STEP 1: DEFINE THE PROBLEM AND ACTIVATE PARTICIPANTS' PREVIOUS EXPERIENCE

In this module, participants discover that they may not have a clear understanding of their selling strengths and challenges, and therefore might not be reaching their potential as salespeople. They begin developing a map by listing their strengths and challenges.

ASK:

How many of you have used maps to get where you need to go?

Take a show of hands.



SAY.

- [1] This program will use maps to help you connect better with your customers using a simple three-step process.
 - Find yourself on the map.
 - o Identify where your customers are on the map.
 - Navigate from where you are to where your customers are.
- [⁴] In this section, we will start by creating personal maps of ourselves as salespeople.



INSTRUCT:

• [⁴] On Handout 1.1, list your strengths and challenges as a salesperson in terms of developing sales relationships.

Everything DiSC® Sales





Let's see how many you can come up with in three minutes.

Give participants three minutes to make their lists.

INSTRUCT:

- [⁴] Now I'd like you to choose three strengths and three challenges from the lists you just made.
- For each one, write down examples of times when the strength or challenge was evident during a sales interaction.

Give participants 3-5 minutes to write their examples.



INSTRUCT:

- Now I'd like you to find a partner.
- Take turns sharing one of your strength examples.
- Then share one of your challenge examples.

Give participants 6-7 minutes to share their experiences.

SAY:

- These strengths and challenges represent part of the map of who we are as salespeople.
- Now I'll show you a model that's been used by millions of people around the world to help create complete maps for connecting better with customers.

NOTE TO FACILITATOR:

The profile page numbers throughout the facilitation refer to the standard version of the *Everything DiSC Sales Profile*. If you have created a customized version with deleted or moved pages, you will need to make corresponding adjustments to these page references.

SAY:

- Everything DiSC[®] is a simple tool that offers personalized information to help you understand yourself and others better.
- The DiSC model shows four basic behavioral styles that describe how people approach their work and relationships.

Everything DiSC® Sales



Distribute the Everything DiSC Sales Profiles.



INSTRUCT:

• [⁴] Open your Everything DiSC® Sales Profile to the Introduction page (page 2 in the full report), and take a minute to read through it.

Give participants a minute to read.



INSTRUCT:

- [⁴] Now at your tables, take turns telling each other what got your attention as you read.
- Discuss why the cornerstone principles are important when using the DiSC model to understand yourself and others better.

Give participants 2-3 minutes to discuss.

ASK:

What did you learn?

Take a variety of responses.

STEP 2: DEMONSTRATE THE DISC® MODEL

A video segment introduces the DiSC model and the priorities and behaviors of each DiSC sales style.



INSTRUCT:

- Now that we have a better understanding of the principles, let's watch a video about the different DiSC[®] sales styles.
- As you watch this video segment, write down key words or phrases around the Everything DiSC Sales Map on Handout 1.2 that describe each area.



[🕆] Video segment "DiSC Sales Styles."

STEP 3: PRACTICE SELF-KNOWLEDGE

Participants read about their own sales styles. They then use this new knowledge to build on their strengths and challenges lists.

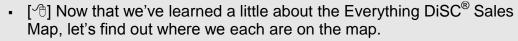
Everything DiSC® Sales

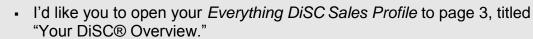


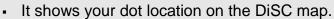


10

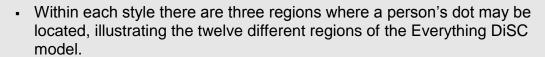
SAY:











- As we read earlier, everyone is a blend of all four styles, although most people tend most strongly toward one or two styles.
- All styles are equal and valuable in their own ways.

INSTRUCT:

Take a couple of minutes to read through this overview.

Give participants two minutes to read.

ASK:

- Let me see a show of hands for those whose dot falls in the "D-Dominance" region of the map.
- "i-Influence"? "S-Steadiness"? "C-Conscientiousness"?

Take a show of hands for each style and comment on the diversity represented in the group.





Page 3



- [⁴] Now take a look at the section called "Close to the Edge or Close to the Center" toward the bottom of Page 3.
- A dot positioned toward the edge of a circle indicates a strong inclination toward the characteristics of the style.
- A dot halfway between the edge and the center indicates a moderate inclination toward the characteristics of the style.
- A dot positioned close to the center indicates a slight inclination toward the characteristics of the style, and the person may relate to

Everything DiSC® Sales



characteristics of other styles as well.

SAY:

 Now that you've been introduced to your dot's location on the DiSC map, let's look at the story your dot location tells about you.



INSTRUCT:



- [⁴] Continue to the next page titled "Your Dot Tells a Story" (page 4 in the full report).
- Read and personalize your feedback by putting a checkmark next to things that are like you, an X by things that are not like you, and a question mark next to things that you aren't sure about.

Give participants 2-3 minutes to read and personalize.

ASK:

What surprised you about what you read?

Take a variety of responses.

SAY:

- As we saw earlier, your dot location and your DiSC style can say a great deal about you.
- Your map shading is also important.



■ [♣] As you saw in the video, each style is distinguished by certain priorities. The eight words around the Everything DiSC Sales map represent the primary areas where people focus their energy.



• [4] The three words closest to your dot are your primary priorities, and your personalized shading indicates whether you stretch to include any additional priorities.



- [⁴] The map on the right is an example of an extra priority of Quality. Notice how the extra priority is marked by striped shading.
- Everyone has at least three priorities, though sometimes people have four or even five priorities.
- Your priorities describe what is important to YOU, and all combinations of priorities are equally important and valuable.

Everything DiSC® Sales



- Having five priorities is no better than having three, and vice versa.
- By learning about your priorities, you can gain a clearer picture of your style.
- You will also start to understand how you might relate to other styles.

ASK:

- Let me see a show of hands for those who have three priorities.
- Four priorities? Five?



Take a show of hands for each group. Again, comment on the diversity represented.

INIC

INSTRUCT:



- [⁴] Read Page 5 of your profile about your priorities and shading.
- Like before, personalize the feedback with checkmarks, Xs, and question marks.

Give participants 4-5 minutes to read and personalize.

SAY:

 Next, let's take a few minutes to learn about the strengths that come from your priorities.



INSTRUCT:

- [4] Read about your selling strengths on page 6.
- Again, personalize your feedback with checkmarks, Xs, and question marks.
- Then choose a bulleted strength statement that describes you best, and put a star next to it.

Give participants 2-3 minutes to read and personalize.

SAY:

 I've asked you to personalize your feedback because it's important for you to decide which feedback describes you well and which doesn't seem to apply to you.



INSTRUCT:

■ [4] Now, in your table groups, take turns sharing where you are on the

Everything DiSC® Sales





Everything DiSC® Sales Map and the statement you starred.

 As you share your information, talk about why you feel this strength makes you more successful as a salesperson.

Give participants 4-5 minutes to share.



INSTRUCT:

- [⁴] Now, take a few minutes to read about your selling challenges on page 7.
- Again, personalize your feedback with checkmarks, Xs, and question marks, and put a star next to the bulleted statement that you believe describes your biggest challenge.

Give participants 2-3 minutes to read and personalize.



INSTRUCT:

• [4] Again in your table groups, take turns sharing the statement you chose and how you feel this challenge may hold you back as a salesperson.



Give participants 4-5 minutes to share.



ASK:

• [4] Besides our styles, what do you think can influence our priorities as salespeople?

Listen for: personal values, experiences, mentors' teaching, etc.

SAY:

- It's important to understand that many factors can influence our behaviors.
- However, our sales styles provide a helpful starting point for exploring our most natural behavior and how it might affect our success as salespeople.