



EVERYTHING DiSC® SALES CUSTOMER INTERACTION MAP



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Prepared exclusively for:

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This Participant Workbook provided by:

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Adapting Your DC Style to Deb Giles, Your "C" Customer

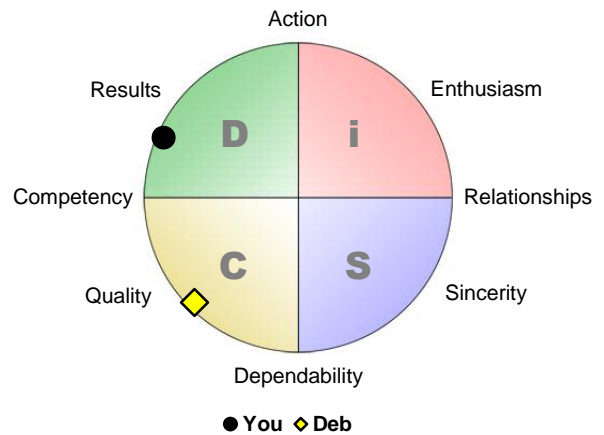


Everything DiSC® Customer Interaction Map

Dr Jennie, you indicated that your customer, Deb Giles, is highly cautious and reflective and is highly questioning and skeptical. Therefore, she has a C style, as shown by the diamond on the Sales Map below. Because you tend toward the DC style, the two of you may have both similar and different priorities. Let's look at a comparison of your priorities and some possible strategies for maximizing your success selling to Deb.

Compared to you, Deb Giles may tend to be

- More focused on the reliability of products and services
- More cautious
- Similarly dismissive of small talk
- Equally focused on avoiding personal questions
- Similarly focused on the quality of products and services
- Just as likely to stay on topic
- Similarly focused on the task at hand
- Less interested in controlling the discussion
- Less focused on results



Strategies for Interaction

Emphasizing High Quality

"C" customers want to be assured that they are committing to the best, so they may scrutinize any offering for flaws or deficiencies. As such, your tendency to present objective evidence for your claims may appeal to Deb, who relies on facts and data to help her form decisions. In addition, you may encourage her to analyze your offering, which may ease her concerns about quality.

- Demonstrate that you take quality seriously
- Have as many details and facts at your fingertips as possible
- Emphasize the superior aspects of your product or service

Displaying Expertise and Competency

"C" customers expect a high level of expertise from salespeople. Therefore, Deb may appreciate your tendency to stick to business and avoid emotional appeals. She wants to see that you know your business and can make your case logically and without exaggeration. It may be helpful, then, to provide evidence of your qualifications or past successes in order to prove to her that you know what you're talking about.

- Earn her trust and respect by showing her that you are competent and knowledgeable
- Show the logic and reasoning behind your suggestions or conclusions
- Give her the chance to show her own competence and knowledge

Addressing the Need for Dependability

"C" customers are both logical and cautious, so they want to be assured that a product or service is dependable and sound. For this reason, your tendency to be straightforward and logical will appeal to Deb. She is most interested in long-term solutions rather than quick results, so be sure to give her time to study your track record or the history of your product or service.

- Present information in a clear and rational manner
- Encourage her to analyze and reflect on the information you're presenting
- Avoid pressing for ideas that make a big impact but are short-term solutions