

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

Section II: Recognizing and Understanding Customer Buying Styles

Module 3

Everything DiSC® Sales

MODULE OVERVIEW

Length: 50 minutes

Video: 7 minutes

Activities:

- Individual
- Large Group

Materials:

- Handout 3.1
- Handout 3.2
- Handout 3.3
- *Everything DiSC Sales Profile* pp 8-11

Goals:

- Learn a process for placing customers on the Everything DiSC® Sales Map
- Practice the customer-mapping process

Activity Description:

Participants make a list of their customers' expectations in sales interactions. They then identify their best and most challenging customers and rank the expectations for each. A video shows how to identify the buying styles of customers, after which they read their profiles for specific information about recognizing each style. They then practice customer mapping using a series of video segments in a competitive team activity.

PPT
1

WELCOME

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

In this section, participants add their customers to the Everything DiSC Sales Map. They begin the process by considering the many expectations their customers have and by exploring how differently customers might prioritize these expectations.

PPT
2

SAY:

[🗣️] Now that you've found yourselves on the Everything DiSC Sales Map, let's move on to the next step: identifying your customers on the map and using it to understand what drives them.

PPT
3

INSTRUCT:

- [🗣️] Let's start by thinking about what your customers expect from you.
- On Handout 3.1, "Customer Expectations," take a few minutes to make a list in the center column of everything your customers expect when they work with you.



Give participants 2-3 minutes to make their lists.

INSTRUCT:

- Now I'd like you to think about your best customer. How do you think this customer would rank this list of expectations?
- [👉] Write the customer's name at the top of the left column.
- [👉] Continuing down the column, rank these expectations from your best customer's perspective, with "1" being the highest priority and continuing from there.

Give participants two minutes to rank.

INSTRUCT:

- Now think of your most difficult customer. How do you think this person would rank these expectations?
- [👉] Write this customer's name at the top of the right column, and rank these expectations from highest to lowest according to his or her perspective.

Give participants two minutes to rank.

ASK:

- Who found that your best and most difficult customers had different priorities?

Wait for a show of hands.

SAY:

- The Everything DiSC® Sales Map can help us understand or anticipate our customers' priorities.
- But before we can use the map, we have to learn how to identify where our customers fall on the map.
- Let's look at the process we call customer mapping.

Section II: Recognizing and Understanding Customer Buying Styles

Module 3

Everything DiSC® Sales

STEP 2: DEMONSTRATE THE CUSTOMER MAPPING METHOD FOR DiSC® BUYING STYLES

A video segment explains a step-by-step process for identifying where customers fall on the Everything DiSC® Sales Map. Participants read their profiles to learn more about the four buying styles and how their own styles might affect how they perceive those customers.



HO 3.2

PPT
4

PPT
5

Profile
p. 8-11

INSTRUCT:

- Feel free to jot down any notes on Handout 3.2 as you watch.

[🎥] Video segment **“Introduction to Customer Mapping.”**

INSTRUCT:

- [🎥] Now that we have a method for reading each of the different customer buying styles, let’s learn more about those styles.
- [🎥] Take a few minutes to read about recognizing D, i, S, and C customers on pages 8-11 of your profile.
- [🎥] As a reminder of what each style looks like to you, think of customers who demonstrate that buying style.
- Write their names on the bottom of your profile pages.

Give participants 5-7 minutes to read.

STEP 3: PRACTICE CUSTOMER MAPPING AND IDENTIFYING THE DiSC® BUYING STYLES

Participants practice customer mapping using video segments in a competitive team activity.



SAY:

Now that we know how to recognize each of the DiSC styles, let’s play a game to practice our customer-mapping skills.

NOTE TO FACILITATOR:

There will be eight rounds in the game. The final two rounds use video segments that show customers with a combination of buying styles. If you do not have time for all eight rounds, trim from the first six to allow for the increasing difficulty.

It might be helpful to purchase noisemakers for each team to use to indicate when they know the answer. Also, consider providing small prizes to the members of the winning team.



INSTRUCT:

- [🗣️] On Handout 3.3, you will find a Customer Mapping Guide. This information is based on the customer-mapping method you learned about in the video.
- Take a minute to familiarize yourself with the customer-mapping steps. You may use this to help you play the game.

Give participants a minute to read the handout.

INSTRUCT:

Now I'll have you break up into teams of six.

If table groups are larger or smaller than six, help participants form teams.



INSTRUCT:

Here's how the game is played:

- [🗣️] You'll start by watching a video segment of someone modeling one of the customer buying styles – D, i, S, or C. Focus your attention on his behaviors and comments.
- [🗣️] As soon as anyone on your team thinks he or she knows the style, make a buzzer sound.
- [🗣️] I'll pause the video, and your team will get 10 seconds to huddle and confer on your answer.
- [🗣️] If you answer correctly, your team earns a point.
- I will ask you what you saw that led you to your answer, and we'll talk about the style for a minute or two.
- [🗣️] If your answer is not correct, then we will continue the video if it is not finished, and the other teams will have a chance to buzz in and take the point.
- We will then move on to the next round to watch the same person modeling a different buying style.

Answer any questions about the game.

Section II: Recognizing and Understanding Customer Buying Styles

Module 3

Everything DiSC® Sales

NOTE TO FACILITATOR:

One actor is used to portray all of the DiSC® styles. This helps participants focus on behaviors in order to map the customer, and it also helps convey the subtlety involved in determining DiSC styles.

To pause the video, place your cursor in the middle of the screen and left-click. To restart, left-click again.

INSTRUCT:

Ok teams, let's get started.

PPT
8

[🔊] Video segment "**Customer Mapping 1.**"

Ask what they saw that led them to answer "**D.**"

Listen for: forceful and skeptical demeanor; outspoken; uses bold, questioning language; wants fast-paced turnaround and results.

Allow participants to discuss behaviors for a minute or two if they have differences of opinion, guiding them to see how the tendencies are demonstrated.

SAY:

Now we'll watch the same actor portray a different customer style.

PPT
9

[🔊] Video segment "**Customer Mapping 2.**"

Ask what they saw that led them to answer "**C.**"

Listen for: reflective, cautious demeanor; skeptical about the numbers; questions reliability of the data.

Allow participants to discuss for 1-2 minutes.

Play the game through four more rounds. Record their points on a flipchart.

[🔊] Video segment "**Customer Mapping 3.**"

PPT
10

Ask what they saw that led them to answer "**i.**"

Listen for: accepting, warm demeanor; eager to move ahead at a fast pace; outspoken and enthusiastic.

Allow participants to discuss for 1-2 minutes.

Module 3

Everything DiSC® Sales

PPT
11

[🔊] Video segment “**Customer Mapping 4.**”

Ask what they saw that led them to answer “**D.**”

Listen for: outspoken and questioning demeanor; wants action fast and doesn’t want to wait.

Allow participants to discuss for 1-2 minutes.

PPT
12

[🔊] Video segment “**Customer Mapping 5.**”

Ask what they saw that led them to answer “**S.**”

Listen for: accepting, warm demeanor; soft-spoken; cautious about bringing up objections; wants to involve other people in the decision.

Allow participants to discuss for 1-2 minutes.

PPT
13

[🔊] Video segment “**Customer Mapping 6.**”

Ask what they saw that led them to answer “**C.**”

Listen for: reflective, serious demeanor; questions the numbers; cautious about making final decision.

Allow participants to discuss for 1-2 minutes.

SAY:

- Now we’re going to make this experience a little more real-world for you.
- The next two rounds in the game will show this customer using a combination of two buying styles.
- Winning this round will earn you two points.
- Pay close attention. You may not want to answer too soon or you could miss some important information.

PPT
14

[🔊] Video segment “**Customer Mapping 7.**”

Ask what they saw that led them to answer “**iS**” or “**Si.**”

Listen for: warm, cheerful demeanor; speaks at a slower pace; shows enthusiasm; cautious and asks for clarification; is accepting and accommodating.

Allow participants to discuss for 1-2 minutes.

Section II: Recognizing and Understanding Customer Buying Styles

Module 3

Everything DiSC® Sales

PPT
15

[🎥] Video segment “**Customer Mapping 8.**”

Ask what they saw that led them to answer “**iD**” or “**Di**.”

Listen for: enthusiastic, fast-paced demeanor; open, forward posture; talks quickly; wants the big picture; wants to know the bottom line.

Allow participants to discuss for 1-2 minutes.

SAY: (if not moving on to Module 4 immediately)

- We’ve gotten a better understanding of how to recognize the buying styles of our customers.
- During our next session, we’ll spend some time understanding how their priorities drive their buying decisions.

NOTE TO FACILITATOR:

Module 4 uses information that the participants have written on Handout 3.1. If you are not moving on to Module 4 immediately, you may want to request that they bring that handout with them the next time, or collect them at the end of this session in order to provide them at your next session. Be sure the participants have put their names on the handouts if you are collecting them.