

Table 6.6 Statements Used to Measure the Sales Priorities from the Salesperson's Perspective
表格 6.6 用于测量 Everything DiSC Sales 优先性的表述 - 销售人员的角度

Action 行动	<p>Showing the customer that you can make things happen quickly and easily 向客户展示你可以快速轻松地完成任务</p> <p>Helping customers see how they can use your product/service immediately 帮助客户看到他们如何能够立刻使用你的产品/服务</p> <p>Inspiring customers that your product/service can help them right away 你的产品/服务可以即时帮助客户，以此鼓舞他们</p>
Enthusiasm 热情	<p>Getting the customer excited about your product/service 使客户对你的产品/服务感到兴奋</p> <p>Creating enthusiasm in the customer 使客户产生热情</p> <p>Having fun with the customer 与客户开心相处</p>
Relationships 关系	<p>Developing a comfortable, friendly relationship with the customer 和客户发展一种舒服，友好的关系</p> <p>Building a personal connection with the customer 和客户建立一种个人联系</p> <p>Being friendly, warm, and personable 表现地友善，热心而有个人魅力</p> <p>Showing that you care about the customer as a person, not just as a customer 表明你关心的是客户这个人，而不只是一个客户</p> <p>Showing the customer that you empathize with his/her needs and concerns 向客户展示你对他/她的需求和担心有切身体会</p>
Sincerity 诚意	<p>Showing that you're sincere 展示出你是真诚的</p> <p>Showing that you're genuinely looking out for the customer's best interest 表明你真诚地关注客户的最大利益</p> <p>Showing that you truly care about the customer's problems 表现出你真正地关心客户的问题</p>
Dependability 可信性	<p>Showing that you and your product/service are a dependable choice 展示你和你的产品/服务是值得信赖的选择</p> <p>Showing that you'll be available to provide support after the sale 展示在销售后你将会提供支持</p> <p>Showing that you're thorough and careful 展示你是考虑周全的和细心的</p>
Quality 质量	<p>Explaining the quality of your product/service 解释你的产品/服务的质量</p> <p>Showing that you can back up your claims with evidence 表明你可以用证据来支持你的阐述</p> <p>Making sure customers get all the information they need to make an informed decision 确保客户获得所有他们做出知情决策所需要的信息</p>

Competency 胜任力	<p>Demonstrating your expertise on the product/service you're selling 展示你对所销售的产品/服务的专业知识</p> <p>Showing the customer that you're an expert in your field 向客户表明你是所在领域的专家</p> <p>Showing customers that you can get things done without wasting a lot of their time 向客户展示你能够完成事情，而不浪费很多他们的时间</p> <p>Backing up claims with specific information 用明确的信息支持阐述</p>
Results 结果	<p>Showing customers how you can get them immediate, practical results 向客户展示你如何能够使他们获得直接而切实可行的结果</p> <p>Showing customers that you can have an impact on their success 向客户展示你可以对他们的成功产生影响</p> <p>Getting the customer to see the benefits of your product/service 让客户看到你的产品/服务的好处</p>

** 节选自 Everything DiSC Manual

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