

EVERYTHING **DiSC**[®]
SALES

USER GUIDE

WILEY

Introducing *Everything DiSC® Sales*

The most in-depth, easily customizable DiSC®-based sales-training solution available.

Everything DiSC® Sales improves your sales effectiveness by helping you read your customer, adapt your approach, and close more sales.

WHAT'S ONLINE?

Everything DiSC Sales Profile
(prework assessment)

Everything DiSC Customer Interaction Maps
(post-training reinforcement)

Everything DiSC Comparison Report
(follow-up tool)

WHAT'S IN THE BOX?

Everything you need to facilitate successful classroom training sessions.



Look for this icon to learn how you can easily customize *Everything DiSC Sales* to create a training solution unique to your organization.

Facilitation Materials

Everything DiSC® Sales facilitation consists of six 50-minute modules. Each module includes

- Leader's Guide in MS Word
- Participant handouts in MS Word
- PowerPoint® with embedded video

SECTION I: UNDERSTANDING YOUR DiSC® SALES STYLE

MODULE 1

Introduction to the *Everything DiSC Sales Map*. Participants learn their DiSC® sales styles and how personal priorities influence their selling behaviors.

MODULE 2

Participants use what they've learned about sales priorities in an interviewing activity.

SECTION II: RECOGNIZING AND UNDERSTANDING CUSTOMER BUYING STYLES

MODULE 3

Participants learn customer mapping and practice their skills in a competitive video-based activity.

MODULE 4

Participants learn about different customer priorities, and then use their new skills to identify the buying styles of current customers.

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

MODULE 5

Participants use their *Everything DiSC® Sales Maps* to understand how to navigate from their own styles to those of different types of customers.

MODULE 6

Participants role play adapting to their most challenging customer and complete an interaction plan for working with that customer.



Leader's Guides, PowerPoint® presentations, and participant handouts can be used as-is or modified to suit your needs.

Fits any timeframe from one-hour to full-day.

For instructions, refer to "How to Customize the Facilitation Materials" at www.everythingdisc.com/help.

Support Materials

The *Everything DiSC Sales* Support Materials folder includes

- Links to online help and resources
- Images
- Templates

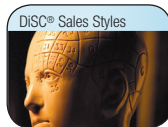
Everything DiSC® Sales Video

Everything DiSC® Sales includes more than 60 minutes of video.

INTRODUCTION TO DiSC® SALES STYLES

(8 minutes)

Describes the priorities and preferences of each DiSC® sales style.



CUSTOMER MAPPING

(9 vignettes)

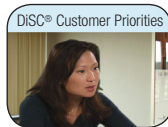
Introduces customer mapping, plus eight segments modeling the DiSC buying styles.



DiSC CUSTOMER PRIORITIES

(4 vignettes)

Explains the priorities of each DiSC buying style.



ADAPTING TO THE STYLES MATRIX

(33 vignettes)

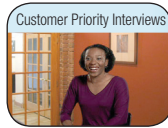
Shows combinations of unadapted and adapted sales interactions.



CUSTOMER PRIORITY INTERVIEWS

(8 vignettes)

Customers discuss the importance of the eight priorities on the *Everything DiSC Sales Map*.





The video can be integrated into your custom PowerPoint®, using the Video_BuildYourOwnPPT file in the Facilitation Materials folder.

For instructions, refer to “How to Customize Using Video” at www.everythingdisc.com/help.

Three-step process for using *Everything DiSC® Sales*

STEP 1: PREPARE AND ASSIGN PREWORK

The *Everything DiSC® Sales Profile* is a research-validated, online assessment that produces 25 pages of individualized, sales-specific information.

To assign the *Everything DiSC Sales Profile*, log in to your EPIC account at <https://admin.inscape-epic.com> and click on **Manage Reports**. *For instructions, refer to “How to Assign Everything DiSC Prewrite” at www.everythingdisc.com/help.*

If you do not have an EPIC account, contact your Everything DiSC Authorized Partner for assistance.



Remove or rearrange pages, customize the report title, or print selected sections to meet your needs.

For instructions, refer to “How to Tailor Everything DiSC Profiles” at www.everythingdisc.com/help.

STEP 2: PREPARE AND DELIVER FACILITATION

Insert the *Everything DiSC*® Sales USB drive into your computer's USB port and open the Facilitation Materials folder.

Select the training materials needed for your session.



Create and save customized solutions to your USB drive.

For instructions, refer to “How to Customize the Facilitation Materials” and “How to Customize Using Video” at www.everythingdisc.com/help.

STEP 3: PROVIDE POST-TRAINING REINFORCEMENT

Personalized, online *Everything DiSC Customer Interaction Maps* are available for use with the *Everything DiSC Sales Profile* to transfer the learning to real-life customers.

