

EVERYTHING **DiSC**[®]
SALES

VIDEO VIEWING GUIDE

WILEY

EVERYTHING DiSC® SALES

Everything DiSC® Sales increases sales effectiveness using the power of DiSC®, with 60+ minutes of video featuring real-world, sales-specific customer interactions. See www.everythingdisc.com/help for more detailed information.



DiSC SALES STYLES introduces the DiSC Sales Map and describes the four DiSC sales styles. **PAGE 19**

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DiSC CUSTOMER MAPPING shows a new way of people-reading called customer mapping, and provides opportunity to practice identifying customer styles.

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DiSC CUSTOMER PRIORITIES illustrates the preferences of each of the four customer buying styles.

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ADAPTING TO THE STYLES MATRIX provides a full set of unadapted and adapted interactions between salespeople and customers of all four DiSC styles.

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CUSTOMER PRIORITY INTERVIEWS is an unfacilitated option in which customers explain the importance of the eight priorities around the *Everything DiSC Sales Map*.

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DiSC® SALES STYLES**TOTAL LENGTH: 14 MINUTES****INTRODUCTION TO THE DiSC SALES STYLES****LENGTH: 8 MINUTES**

This video segment introduces the DiSC® Sales Map and illustrates each DiSC sales style. It shows how D, i, S, and C salespeople have different priorities when working with customers.

INTRODUCTION TO THE D SALES STYLE**LENGTH: 1.5 MINUTES**

The “D” salesperson prioritizes results, action, and competency. She is confident in sales situations and gets right to the point.

INTRODUCTION TO THE i SALES STYLE**LENGTH: 1.5 MINUTES**

The “i” salesperson prioritizes enthusiasm, relationships, and action. She is friendly and outgoing, showing that she values the customer as a person.

INTRODUCTION TO THE S SALES STYLE**LENGTH: 1.5 MINUTES**

The “S” salesperson prioritizes sincerity, dependability, and relationships. He is accommodating, supportive, and respectful toward the customer.

INTRODUCTION TO THE C SALES STYLE**LENGTH: 1.5 MINUTES**

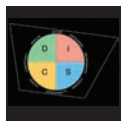
The “C” salesperson prioritizes quality, dependability, and competency. He is professional, knowledgeable, and logical when interacting with the customer, using facts to back up his claims.

DiSC® CUSTOMER MAPPING

TOTAL LENGTH: 7 MINUTES

In Customer Mapping, participants learn how to identify a customer's DiSC® style using the customer-mapping process. A single actor, Charles, plays all of the styles in order to keep participants focused on the behaviors and not on the individual.

The segments are used in Module 3, where participants practice customer mapping in a competitive team activity.



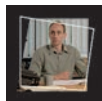
INTRODUCTION TO CUSTOMER MAPPING

LENGTH: 2.5 MINUTES

This segment explains the two-step customer-mapping process that reveals a customer's DiSC style.



D CUSTOMER: Charles is fast-paced and outspoken. He asks for quick turnaround and is straightforward about his expectations. In addition, he is questioning and skeptical and has a no-nonsense attitude.



C CUSTOMER: Charles is cautious and reflective, showing a reserved and calm demeanor. Furthermore, he is questioning and skeptical. He wants to see data that is relevant to his situation, and he values accuracy and reliability.



i CUSTOMER: Charles is fast-paced and outspoken. He comes across as enthusiastic and optimistic. In addition, he is accepting and warm, which can be seen in his friendly approach and willingness to reveal personal information.

DiSC® CUSTOMER MAPPING (CONTINUED)



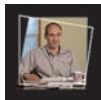
D CUSTOMER: Charles is fast-paced and outspoken. He is eager to get the job done and makes it clear that he wants results quickly. Furthermore, he is questioning and skeptical, as seen in his matter-of-fact statements.



S CUSTOMER: Charles is cautious and reflective. He is hesitant to bring up objections, and he seeks reassurance that he is making the right decision. In addition, he is accepting and warm, displayed by his soft-spoken demeanor.



C CUSTOMER: Charles is cautious and reflective, and he takes a thoughtful and serious approach. Furthermore, he is questioning and skeptical, as seen in his inclination to double check the facts and his interest in seeing evidence.



Si or iS CUSTOMER: Charles is warm and accepting, as seen in his friendly attitude and his concern for others. Furthermore, he shows appreciation, and he comes across as both enthusiastic and accommodating.



Di or iD CUSTOMER: Charles is fast-paced and outspoken. He has a lively demeanor and wants to know the big picture. In addition, he seeks information on the bottom line, and is excited about new possibilities.

DiSC® CUSTOMER PRIORITIES

TOTAL LENGTH: 6 MINUTES

These narrated video segments show that each DiSC® customer style has different priorities in buying situations.

The video is used with Module 4 of the facilitation materials as a starting point for discussing how to work with different types of customers.

D PRIORITIES

LENGTH: 1.5 MINUTES



Ann prioritizes results, action, and competency. She is interested in the bottom line and shows an eagerness to move forward quickly.

i PRIORITIES

LENGTH: 1.5 MINUTES



Michael prioritizes enthusiasm, relationships, and action. He displays energy and optimism and wants to explore exciting new possibilities immediately.

S PRIORITIES

LENGTH: 1.5 MINUTES



Christiana prioritizes sincerity, dependability, and relationships. She is interested in working with someone who matches her genuine, patient approach.

C PRIORITIES

LENGTH: 1.5 MINUTES



Jesse prioritizes quality, dependability, and competency. He is interested in the soundness of an offering, and he wants guarantees that he is making a good long-term decision about a reliable product or service.

ADAPTING TO THE STYLES MATRIX

TOTAL LENGTH: 35 MINUTES

This section helps participants learn specific ways in which salespeople can adapt to meet the needs of each DISC® style. It provides a matrix of salespeople and customers of all four DISC styles. The video covers every combination of interactions among the four styles, for a total of 32 segments plus the guided demo.









The **GUIDED DEMO** shows a narrated example of one interaction.

The top of the grid shows the four **salespeople**:

- D Renee
- i Laura
- S Eric
- C Marc

The left side of the grid shows the four **customers**:

- D Ann
- i Michael
- S Christiana
- C Jesse

		Salesperson			
		 Guided Demo	 Renee	 Laura	 Eric
Customer	 Ann	A B	A B	A B	A B
	 Michael	A B	A B	A B	A B
	 Christiana	A B	A B	A B	A B
	 Jesse	A B	A B	A B	A B

ADAPTING TO THE STYLES MATRIX (CONTINUED)

“A” INTERACTION

The **first interaction** of each salesperson/customer duo (labeled “A” on the menu) shows the natural, unadapted interaction between the two styles. In some of these segments, there is a natural chemistry between the salesperson and the customer, but there is always **an ineffective element to the meeting**, either because of a clash between styles or because the styles overemphasize a priority that they have in common.

“B” INTERACTION

The **second interaction** (labeled “B” on the menu) uses the same scenario, but **shows an effective meeting** in which the salesperson has adapted his or her behavior to meet the customer’s preferences.

USING THE STYLES MATRIX IN FACILITATION

Seven segments of the matrix are used in Module 5, where they help participants see the consequences of failing to adapt in order to meet the needs of their customers. The segments used within the facilitation materials are:

- Guided Demo with Laura (I) and Ann (D)
- Marc (C) and Michael (I): A and B
- Eric (S) and Jesse (C): A and B
- Renee (D) and Christiana (S): A and B

Most facilitators find it helpful to show the ineffective interaction (“A”) before illustrating the adaptive behavior (“B”) of each combination.

ADAPTING TO THE STYLES MATRIX (CONTINUED)

GUIDED DEMO

Laura, an “i” salesperson, and Ann, a “D” customer, show an ineffective interaction. A narrator explains Ann’s priorities and why Laura is missing the mark. Laura adapts her behavior to meet Ann’s needs, which leads to a much more effective sales call.



Laura
i Salesperson



Ann
D Customer

D SALESPERSON – RENEE

Renee/Ann (A)
D Salesperson/D Customer

The communication is ineffective because

- Renee is insistent and tries to tell Ann what to do
- Renee dismisses Ann’s objections
- Renee implies that she knows better



Renee



Ann, D Customer

Renee/Ann (B)
D Salesperson/D Customer

The communication is more effective because

- Renee avoids coming across as overly insistent
- Renee stresses the benefits of her service to the bottom line
- Renee makes it clear that Ann will make the final decision

Renee/Michael (A)
D Salesperson/i Customer

The communication is ineffective because

- Renee is condescending when Michael tries to form a personal bond
- Renee ignores Michael’s request for information on what other people are doing
- Renee makes no attempt to be friendly



Renee



Michael, i Customer

Renee/Michael (B)
D Salesperson/i Customer

The communication is more effective because

- Renee indulges Michael’s need for small talk
- Renee is open to his suggestions
- Renee says she appreciates people who have a sense of humor or high energy

ADAPTING TO THE STYLES MATRIX (CONTINUED)

Renee/Christiana (A) D Salesperson/S Customer

The communication is ineffective because

- Renee dismisses Christiana's concerns
- Renee doesn't try to reassure Christiana
- Renee uses fear tactics and brings up worst-case scenarios



Renee



Christiana, S Customer

Renee/Christiana (B) D Salesperson/S Customer

The communication is more effective because

- Renee validates Christiana's preference to be cautious
- Renee empathizes with Christiana's need to keep things simple and reliable
- Renee offers to go over the options step by step

Renee/Jesse (A) D Salesperson/C Customer

The communication is ineffective because

- Renee contradicts Jesse's assertions that there are differences among products
- Renee dismisses Jesse's preference to take his time and study the details
- Renee blatantly challenges Jesse's expertise



Renee



Jesse, C Customer

Renee/Jesse (B) D Salesperson/C Customer

The communication is more effective because

- Renee makes it clear that she is not trying to rush him
- Renee offers to get Jesse the analysis he desires
- Renee lets him know that she can back up her assertions with proof

ADAPTING TO THE STYLES MATRIX (CONTINUED)

i SALESPERSON – LAURA**Laura/Ann (A)**
i Salesperson/D Customer

The communication is ineffective because

- Laura goes off on tangents and avoids getting to the point
- Laura is not prepared to talk business
- Laura's attempt at relationship building may be seen as manipulative



Laura



Ann, D Customer

Laura/Ann (B)
i Salesperson/D Customer

The communication is more effective because

- Laura cuts off her small talk and gets to the point
- Laura makes it clear that she respects Ann's time
- Laura stresses that she knows results are important to Ann

Laura/Michael (A)
i Salesperson/i Customer

The communication is ineffective because

- Laura spends too much time talking and neglects to bring up business concerns
- Laura assumes that the details don't matter to Michael's team
- Laura fails to gain Michael's commitment to her offering



Laura



Michael, i Customer

Laura/Michael (B)
i Salesperson/i Customer

The communication is more effective because

- Laura avoids getting sidetracked
- Laura emphasizes new possibilities
- Laura encourages Michael to get excited about her offering

ADAPTING TO THE STYLES MATRIX (CONTINUED)

Laura/Christiana (A) **i Salesperson/S Customer**

The communication is ineffective because

- Laura displays little interest in details
- Laura doesn't acknowledge Christiana's concerns or general anxiety
- Laura wants a quick decision



Laura



Christiana, S Customer

Laura/Christiana (B) **i Salesperson/S Customer**

The communication is more effective because

- Laura slows down the pace and empathizes with Christiana's hesitation
- Laura says she will offer whatever information Christiana needs
- Laura strives to make Christiana comfortable with the decision

Laura/Jesse (A) **i Salesperson/C Customer**

The communication is ineffective because

- Laura glosses over details and ignores Jesse's need for specifics
- Laura refers to other people's impressions rather than offering Jesse evidence
- Laura appears manipulative by trying to be too friendly too fast



Laura



Jesse, C Customer

Laura/Jesse (B) **i Salesperson/C Customer**

The communication is more effective because

- Laura avoids invading his privacy or getting too personal
- Laura encourages Jesse to study the data and make comparisons
- Laura allows Jesse to come to his own conclusions about her offering

ADAPTING TO THE STYLES MATRIX (CONTINUED)

S SALESPERSON – ERIC**Eric/Ann (A)****S Salesperson/D Customer**

The communication is ineffective because

- Eric comes across as wishy-washy and won't give a definite opinion
- Eric is unable to provide the quick, big-picture overview that Ann desires
- Eric appears not to know what he is talking about



Eric



Ann, D Customer

Eric/Ann (B)**S Salesperson/D Customer**

The communication is more effective because

- Eric makes a confident recommendation based on Ann's needs
- Eric offers the immediate turnaround that Ann wants to see
- Eric respects Ann's authority but does not appear weak

Eric/Michael (A)**S Salesperson/i Customer**

The communication is ineffective because

- Eric is hesitant to be as open and sociable as Michael would like
- Eric ignores Michael's preference to discuss exciting options
- Eric slows down the sales process and deflates Michael's energy



Eric



Michael, i Customer

Eric/Michael (B)**S Salesperson/i Customer**

The communication is more effective because

- Eric lets Michael take the lead
- Eric gives Michael a brief overview rather than dwelling on the specifics
- Eric reciprocates Michael's enthusiasm

ADAPTING TO THE STYLES MATRIX (CONTINUED)

Eric/Christiana (A) **S Salesperson/S Customer**

The communication is ineffective because

- Eric does not attempt to help Christiana come to any conclusions
- Eric allows Christiana to take more time than is necessary to make a decision
- Eric fails to gain Christiana's commitment to his offering



Eric



Christiana, S Customer

Eric/Christiana (B) **S Salesperson/S Customer**

The communication is more effective because

- Eric sympathizes with Christiana's indecisiveness but does not enable it
- Eric offers to help Christiana decide upon her best option
- Eric pinpoints the specific aspects that are causing Christiana stress

Eric/Jesse (A) **S Salesperson/C Customer**

The communication is ineffective because

- Eric doesn't come across as competent or knowledgeable
- Eric fails to provide data or evidence for Jesse to analyze
- Eric does not make logical or rational arguments



Eric



Jesse, C Customer

Eric/Jesse (B) **S Salesperson/C Customer**

The communication is more effective because

- Eric is prepared to offer the analysis that Jesse requires
- Eric has a good idea of the factors that Jesse wants to examine
- Eric appears to know what he is talking about

ADAPTING TO THE STYLES MATRIX (CONTINUED)

C SALESPERSON – MARC**Marc/Ann (A)****C Salesperson/D Customer**

The communication is ineffective because

- Marc goes over details rather than give Ann the big picture that she wants
- Marc fails to keep the sales process moving forward quickly
- Marc ignores Ann's preference to address the bottom line



Marc



Ann, D Customer

Marc/Ann (B)**C Salesperson/D Customer**

The communication is more effective because

- Marc makes a confident, knowledgeable, and firm recommendation
- Marc is willing to move past specifics
- Marc allows Ann to control where the discussion goes

Marc/Michael (A)**C Salesperson/i Customer**

The communication is ineffective because

- Marc makes no attempt to be warm or friendly
- Marc ignores Michael's attempts to make small talk
- Marc avoids summarizing information for Michael



Marc



Michael, i Customer

Marc/Michael (B)**C Salesperson/i Customer**

The communication is more effective because

- Marc emphasizes the effect that his offering will have on people
- Marc stresses the intuitive nature of his product
- Marc presents a brief overview

ADAPTING TO THE STYLES MATRIX (CONTINUED)

Marc/Christiana (A) C Salesperson/S Customer

The communication is ineffective because

- Marc is cold and inflexible
- Marc fails to let Christiana know that he will be available to help her
- Marc pays little attention to Christiana's concerns about future problems



Marc



Christiana, S Customer

Marc/Christiana (B) C Salesperson/S Customer

The communication is more effective because

- Marc encourages Christiana to identify her objections
- Marc makes it clear that he understands Christiana's concerns
- Marc tries to reassure Christiana on each point

Marc/Jesse (A) C Salesperson/C Customer

The communication is ineffective because

- Marc refuses to listen to Jesse's interpretation of the numbers, inciting a logic war
- Marc does not allow Jesse a chance to display his expertise
- Marc neglects to give Jesse the data he needs to make an informed decision



Marc



Jesse, C Customer

Marc/Jesse (B) C Salesperson/C Customer

The communication is more effective because

- Marc offers to provide the analysis that Jesse needs to make a decision
- Marc shows respect for Jesse's knowledge and expertise
- Marc listens to Jesse's objections without getting defensive

CUSTOMER PRIORITY INTERVIEWS

TOTAL LENGTH: 9 MINUTES

These eight segments—one for each priority—feature our actors, unscripted, talking about their real life experiences and preferences as customers.

These video clips are not built into the facilitation materials. See page 19 for suggestions.

ACTION

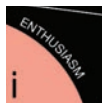
LENGTH: 1 MINUTE



People representing the D and i styles explain how they respond positively to salespeople who get the ball rolling and how they make quick decisions about products or services.

ENTHUSIASM

LENGTH: 1.5 MINUTES



People representing the i style talk about how important it is for salespeople to be excited about the offering in order to convince them to buy it, and how they need to feel good about the purchase.

RELATIONSHIPS

LENGTH: 1.5 MINUTES



People representing the i and S styles discuss how they react well to salespeople who establish trust and get to know them as individuals. They need to know that someone is looking out for their needs.

EVERYTHING DiSC® SALES

CUSTOMER PRIORITY INTERVIEWS (CONTINUED)

SINCERITY

LENGTH: 1 MINUTE



People representing the S style explain that they look for salespeople who listen well and offer reassurance and who are genuinely interested in meeting their needs.

DEPENDABILITY

LENGTH: 1.5 MINUTES



People representing the S and C styles point out that they value salespeople who stand behind their product or service and who will support them after the sale is completed.

QUALITY

LENGTH: 1 MINUTE



People representing the C style talk about how they respond well to salespeople who emphasize objective quality and avoid emotional appeals and who will answer their questions precisely.

COMPETENCY

LENGTH: 1 MINUTE



People representing the D and C styles discuss how they react in a positive way to salespeople who have a wide range of knowledge about the offering and who can answer their questions quickly and confidently.

RESULTS

LENGTH: 30 SECONDS



People representing the D style point out that they appreciate salespeople who stick to the point and avoid trying to become friends, and who don't go into excessive detail about an offering.

CUSTOMER PRIORITY INTERVIEWS: FACILITATION SUGGESTIONS

OPTION 1

Have the participants get into style groups. Play a segment from the video that illustrates the priority of a specific style (e.g., Results to show the D style, Quality to show the C style, and so on).

Small groups then discuss how they would sell to a customer who displayed the priorities they saw in the video. They flip chart ideas about how to adapt their natural styles, or build upon their natural strengths, to address the customer's priorities. Participants then report out to the larger group.

Repeat the exercise with three other segments to illustrate the other DiSC® styles.

OPTION 2

Play a segment from the video that illustrates the priority of a specific style (e.g., Results to show the D style, Quality to show the C style, and so on).

The participants identify a real-world customer who displays the priority illustrated. They then find a partner and role play selling to that customer, using one of their actual products or services. The partners then switch roles.

Repeat the exercise with three other segments to illustrate the other DiSC styles.

The partners debrief by discussing which of their natural behaviors were most effective or ineffective. They also come up with ideas about how they can better meet that priority and address the customer's needs.

CUSTOMER PRIORITY INTERVIEWS: FACILITATION SUGGESTIONS (CONTINUED)

OPTION 3

Follow-up to the customer-mapping game played in Module 3, this time using real-world customers.

Inform the participants that the clips they are about to see are unscripted interviews about real-world customers and buying situations. Do not tell them that the segments focus on particular priorities.

Play a Priority Interview segment. Have teams identify the customer buying style or styles revealed through the discussion of that priority. For priorities that are shared by two styles, have them discuss both styles and the differences between how the priority is expressed for each.

Repeat the exercise with at least three other segments to illustrate the other DiSC® styles.