



DISC Sales Summary

An Evaluation of Behavioral Styles

Report For: **Sample Report**

Style: **IC/D**

Focus: **Work**

Date: **8/31/2020**

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LOGO
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Why is Independently Tested Accuracy of this Assessment Important?



A recent review revealed a **significant majority of assessments available today were absent the studies & reporting to confirm their accuracy.** Of the small minority which claimed reporting, the significant majority of those were conducted privately; oftentimes by the assessment provider itself, rather than an objective and scientifically qualified third party. However, we are leading by example in this otherwise unregulated industry. How are we doing this? By submitting our assessments to an objective, independently conducted battery of tests: Construct Validity, Reliability, and Disparate Impact - all by a qualified scientific authority (*Assessment Standards Institute*). Our goal? Ensuring the trust and confidence of our users by producing the industry's most accurate and class protected assessments. Please turn to the last page of this report to learn more on this topic, and the steps we've taken to safeguard the scientific accuracy of this assessment.

Introduction to the DISCstyles™ Online Report

Congratulations on your decision to take the DISC Online Assessment.

Many of us grew up believing the wisdom of treating others the way you would like to be treated — the Golden Rule. We soon realized that another practical rule to live by seemed to be what Dr. Tony Alessandra calls The Platinum Rule® — Treat others the way THEY want to be treated.

With this personalized and comprehensive DISC report, you have the tools to help you become a better you and help you behave more maturely and productively. Then you can develop and use more of your natural strengths, while recognizing, improving upon and modifying your limitations. This report does not deal with values or judgments. Instead, it concentrates on your natural tendencies that influence your behavior.

Our DISC Online System focuses on patterns of external, observable behaviors using scales of directness and openness that each style exhibits. Because we can see and hear these external behaviors, it becomes much easier to “read” people. This model is simple, practical, easy to remember and use. See The Four Basic DISCstyles Overview Chart section of this report for a summary of each of the styles.

BEHAVIORAL STYLES

Historical, as well as contemporary, research reveals more than a dozen various models of our behavioral differences, but many share one common thread: the grouping of behavior into four basic categories. The DISCstyles System focuses on patterns of external, observable behaviors using scales of directness and openness that each style exhibits. See the table below. Because we can see and hear these external behaviors, it becomes much easier to “read” people. This model is simple, practical, and easy to remember and use.

STYLE	TENDENCIES
Dominance	Tends to be direct and guarded
Influence	Tends to be direct and open
Steadiness	Tends to be indirect and open
Conscientious	Tends to be indirect and guarded



Understanding Yourself

General Characteristics

The narration below serves as a general overview of your behavioral tendencies. It sets the stage for the report which follows, and provides a framework for understanding and reflecting on your results. We've occasionally provided some coaching ideas so that you can leverage your strengths whenever possible to maximize your personal success.

Sample, your response pattern on the instrument shows that you set high goals for yourself and others, and expect to meet those goals. This trait comes from your high degree of decisiveness, your sense of urgency, and your risk-taking ability. This combination is somewhat rare, descriptive of someone with high expectations. If someone says it can't be done, your response may be, "Just watch me."

You are an excellent problem solver who can think quickly on your feet to solve problems that arise. You are able to do this due to your rapid decisiveness, ability to multi-task, and your tendency to "blaze your own trail" rather than follow the beaten path. Be certain to involve others in the decision-making process, as an independent problem solver can sometimes be perceived as a problem creator.

You tend to rely more heavily on your own opinions than on the evaluations of others. This is a symptom of your independence and can potentially lead to some problems, especially where rules, details, or minutiae are concerned. This may result in cut corners or overlooked details. You may balance this by striving to seek input from those who might have more expertise in a particular area.

You are very direct and straightforward in communicating with others. You score like those who speak their minds, tell it like it is, and prefer bottom-line closure to ambiguity. You like to get things done quickly, and that includes conversations. You tend not to "sugar-coat" the message with unnecessary fluff.

You frequently look for new, better, and more efficient ways of getting things done. Sample, you score like those who have a multi-tasking mind. You tend to have high urgency and little aversion to risk, often seeking ways to reduce costs (both money and time), and make systems more streamlined and efficient.

You show a wide variety of interests in many areas. This is of enormous benefit in both social and business life. Your wide range of curiosity allows you to keep a pulse on varying topics of widespread interest. As these topics converge and diverge, you may be positioned to benefit from this broad knowledge base.

You are a strong self-starter who shows a high sense of urgency to get things done... now. This is a prominent theme in your response pattern. Of all the behavioral styles, your response pattern tops the list for high urgency. The good news is that you're usually the first to get service, to offer an idea, and usually the first to cross the finish line on projects. The flipside is that some of those who helped you along the way might feel as if they are forgotten. Don't forget to acknowledge those who assisted, as you may require their assistance in the future.

Sample, you score like those who love challenges and competition. You tend to take risks that others would not attempt, and you usually find those gambits successful. As a leader, your competitive spirit allows you to take your team to new heights. You enjoy a good challenge and appreciate that trait in your peers, likewise.



Your Strengths

What You Bring to the Organization

You are likely to display your strength characteristics rather consistently. For the most part, these qualities tend to enhance your effectiveness within your organization. Work Style Preferences provide useful insights as you work in a job or as you work together on a team or family project. They are the talents and tendencies you bring to your job.

Your Strengths:

- You are motivated to challenge yourself and others.
- You are a quick and efficient problem solver.
- You bring innovative ideas and solutions.
- You are self-reliant, with the ability and innovation to blaze new trails.
- You are a self-starter who doesn't wait for external things to happen.
- You have a strong sense of urgency when it comes to getting things done.
- You value perseverance and rarely give up.

Your Work Style Tendencies That You Bring to the Job:

- You tend to rely more heavily on your own evaluations and decisions, than on the input of others.
- You like to generate new ideas, allowing others work on the details of a project.
- A very resourceful individual, you can adapt to many different environments quickly.
- You may be critical of established procedures and methods.
- You desire authority equal to your responsibility.
- You show interest in many areas of the organization.
- You are motivated by change and new challenges, and may become bored when the pace slows or the challenge has been conquered.

Your Motivations (Wants) and Needs

What motivates you? People are motivated by what they want. What do you really want? Our behaviors are also driven by our needs. Each style has different needs. If one person is stressed out, they may need quiet time alone; another may need social time around a lot of people. Each is different and simply meeting their needs. The more fully our needs are met, the easier it is to perform at an optimal level.

You Tend to Be Motivated By:

- Support for your ideas and initiatives.
- Opportunities to express your ideas and opinions.
- Recognition for achievements and competence.
- Having authority equal to your responsibility.
- Opportunities for advancement and career expansion.
- Independence to be able to act on ideas, and to express creativity in solving problems.
- A variety of experiences and new challenges.

People With Patterns Like You Tend to Need:

- To curb intensity in less urgent situations.
- Straight-forward, direct communication.
- To engage in a proactive confrontation when someone disagrees with your methods or ideas. This is preferable to sowing seeds of discontent behind one's back.
- To negotiate commitments on a face-to-face basis. This helps maintain clarity and mutual responsibility.
- Environments with challenging assignments.
- To delegate routine or detailed tasks after you have mastered them in order to increase efficiency.
- An understanding of your boundaries to keep from overstepping your authority.

Communication Tips and Plans for Others

The following suggestions can help others who interact with you understand and be aware of your communication preferences. To use this information effectively, share it with others and also discuss their preferences.

Check the two most important ideas when others communicate with you (do's & don'ts) and transfer them to the Summary of Your Style page.

When Communicating with Sample, DO:

- Be clear in your explanations.
- When you agree, support the ideas and potential results, rather than supporting the person responsible for the results.
- Stick to business matters only.
- Ask "what"-oriented questions that close the issue or topic.
- Be specific about what's needed, and who is going to do it.
- When you disagree, take issue with the methods or procedures, not with the person.
- Offer specific evidence about the probability of success or effectiveness of options.

When Communicating with Sample, DON'T:

- Make decisions for Sample.
- Make guarantees and assurances when there is a risk in meeting them.
- Try to develop "too close" a relationship, especially too quickly.
- Engage in rambling discussion, and waste Sample's time.
- Be sloppy or disorganized.
- Forget or lose things necessary for the meeting or project.
- Leave loopholes or vague issues hanging in the air.

The D Style

Under Stress - Perceptions, Behavior and Needs for the D

Stress is unavoidable. The perceptions of our behavior may have a significant impact on our effectiveness - both in how we perceive ourselves and how others perceive us. The way we behave under stress can create a perception that is not what we intend. The descriptions below of perceptions by others may seem somewhat extreme at times (especially if our behavior is an over-extended strength that becomes a weakness or limitation). As you understand these perceptions more clearly, you are able to modify your behavior to maximize your own effectiveness and ensure that others see you as you intend.

Potential Self Perception:

- Confident
- Resourceful
- Entrepreneurial
- Competitive

Under Stress, May be Perceived by Others:

- Domineering
- Manipulative
- Arrogant
- Controlling

Under Stress You Need:

- Tangible evidence of progress
- A fast pace for moving toward goals
- Control of the situation and yourself

Your Typical Behaviors in Conflict:

- Since you tend to focus on your own results, you may tend to become autocratic in order to get your way.
- You are quite comfortable with conflict, aggression and anger. Many times you may not realize the impact your behavior has on others. In other instances, however, you may consciously choose anger and aggression as a tactical weapon. In any case, you are likely to increase the level of aggression.
- Your passion to win may result in win/lose situations, making it difficult for others to work with you.

Strategies to Reduce Conflict and Increase Harmony:

- Recognize that others may not be comfortable dealing with conflict, anger, and aggression. Therefore, reacting with your normal behavior may be counterproductive, resulting in interference with your desired results.
- Be sure to share the reasoning behind your decisions. Failure to do so makes them seem arbitrary. When using someone's suggestion, acknowledge that person
- You need to take time to express your ideas and instructions fully and clearly; asking questions to ensure that everyone understands. Time spent clarifying your message up front will result in more efficient operations later.

Potential Areas for Improvement

Everyone has some possible struggles, limitations or weaknesses. Oftentimes, it's simply an overextension of your strengths which may become a weakness. For example, a High D's directness may be a strength in certain environments, but when overextended they may tend to become bossy.

Check the two most important areas you are committed to improve upon and transfer them to the Summary of Your Style page.

Potential Areas for Improvement:

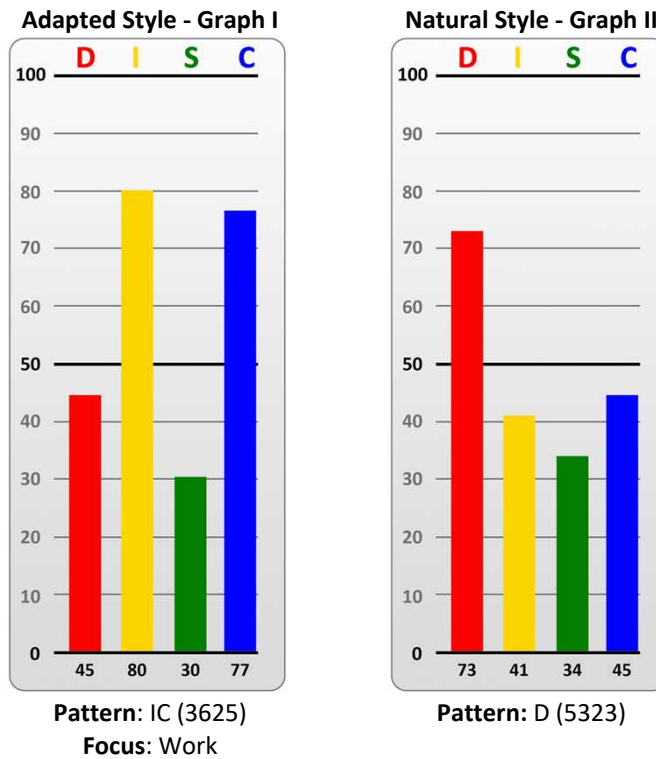
- You can be a selective listener, hearing only what you want to hear.
- You may take on too much because you prefer to work in a pressure situation.
- Your approach may be too strong for some who don't appreciate your strong ego position.
- You sometimes ignore important details while focusing on the "big picture."
- You want control, so you may hesitate to delegate tasks to others.
- You tend to be a one-way communicator.
- You may frequently be argumentative when in disagreement.



DISCstyles eGraphs for Sample Report

Your Adapted Style indicates you tend to use the behavioral traits of the IC style(s) in your selected Work focus. Your Natural Style indicates that you naturally tend to use the behavioral traits of the D style(s).

Your Adapted Style is your graph displayed on the left. It is **your perception of the behavioral tendencies you think you should use in your selected focus** (work, social or family). This graph may change when you change roles or situations. The graph on the right is your Natural Style **and indicates the intensity of your instinctive behaviors and motivators**. It is often a better indicator of the “real you” and your “knee jerk”, instinctive behaviors. This is how you act when you feel comfortable in your home environment and are not attempting to impress. It is also what shows up in stressful situations. This graph tends to be fairly consistent, even in different environments.



If the bars are similar, it means that you tend to use your same natural behaviors in either environment. If your Adapted Style is different from your Natural Style, this may cause stress if over a long period of time. You are then using behaviors that are not as comfortable or natural for you.

The four-digit numbers (under the graphs) represent your segment numbers in DISC order and dictate the adjectives highlighted on the Word Sketch pages.

The higher or lower each D, I, S, C point is on your graph, the greater or lesser your behavior impacts your results at work and with others around you. Once aware, you can adapt your style to be more effective. Can you change? Of course! You do it every day depending on your situations. However, permanent behavioral change comes only with awareness and practice.



Behavioral Pattern View

The BPV has eight behavioral zones. Each zone identifies a different combination of behavioral traits. The peripheral descriptors describe how others typically see individuals with your style. Plots on the outer edges of the BPV identify that one factor (DISC) of your style will dominate the other three. As you move towards the center of the BPV, two and eventually three traits combine to moderate the intensity of your style descriptors within a specific behavioral zone.

+The plus sign indicates that the preceding style score is higher, moving you closer to that style zone (i.e. CD+S: The D score is stronger than in CDS so it plots closer to the D behavioral zone).

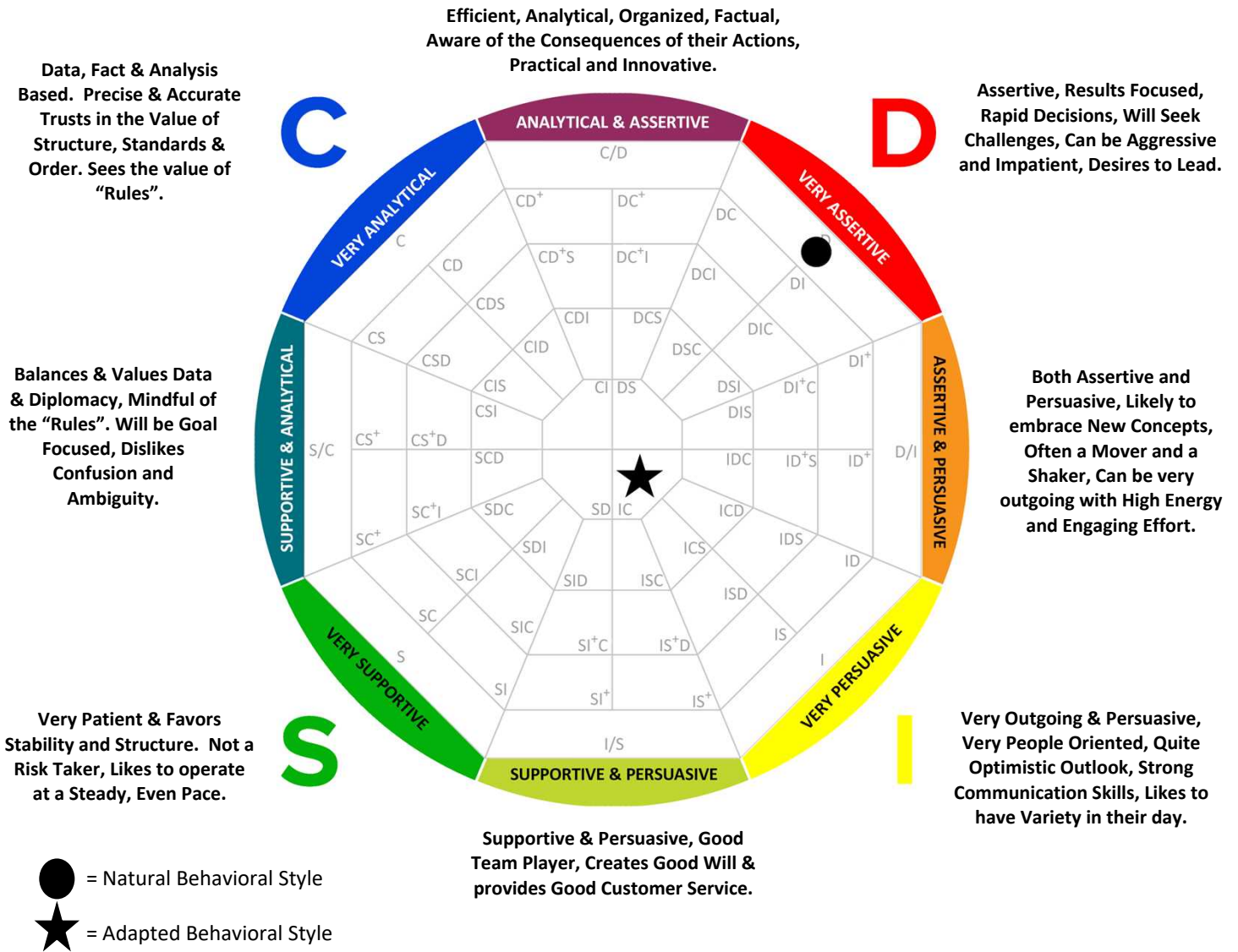
THE SCORING LEGEND

D = Dominance: How you deal with Problems and Challenges

I = Influence: How you deal with People and Contacts

S = Steadiness: How you deal with Pace and Consistency

C = Conscientious/Compliance/Structure: How you deal with Procedure and Constraints



Building and Maintaining Rapport Throughout the Selling Cycle

There are five definable stages to most every buying cycle. Successfully guiding prospects through each phase will lead to positive outcomes for both of you.

1. Connecting: Understanding DISC styles will have an impact on the impression you make in the first few minutes of a meeting. In that short, precious time, you make or break the sale. In that time, your prospect sizes you up and determines if you are the type of person he or she would like to do business with.

The purpose of making contact with your prospect is to begin opening up lines of communication. Great listeners make the best salespeople... period. Master the skill of effective listening and every other aspect of your relationships will improve.

2. Assessing/Exploring Needs & Wants: The purpose of Exploring is to get an accurate picture of the customer's needs and what it will take to provide an effective solution. To do so, you need to listen to what the customer says as well as know how to ask the right questions to get the information you need.

Asking intelligent questions is a critical sales skill. It does not require asking many questions - just the right ones. Asking questions is similar to painting a picture. You start with a blank canvas and begin to fill in the background and rough in the picture with broad-brush strokes. Then you fill in the details using finer and finer strokes.

3. Solving the buyer's problem/Educating & Collaborating: During this phase, you and your prospect collaborate to find a solution that meets the prospect's needs. It is a process of taking your prospect's ideas and combining them with your own ideas to arrive at a solution that makes sense to both of you.

The give-and-take exchange can be thought of as an opportunity to "switch heads" with your prospect. Imagine saying this to your customer: "If you and I could switch heads, that is, if you could know what I know about my product and if I could know what you know about your business, we would both know exactly how to give you the best possible solution for your needs."

That's your goal - to come as close as possible to the perfect knowledge that would allow you to develop the ideal solution for your prospect. To achieve that goal, you need to exchange enough information to fully understand your client's business, industry, trends and challenges; and they have to know as much as possible about your products and services and how they can help them. As you propose a solution, relate it to the prospect's needs discovered in the Explore phase and explain how it will work in your prospect's environment.



4. Confirming the Sale: Gaining commitment flows naturally out of the Exploring and Collaborating stages for the DISC salesperson. If you did a thorough job during the first three stages of selling: Contacting, Exploring and Collaborating, the prospect should buy.

The Confirming stage is a critical point in building a customer partnership. DISC salespeople do not use fancy closing techniques. You cannot work through all the stages of the sale and then, at the end, try to use a manipulative closing technique to clinch the deal. It doesn't make sense... and it most certainly doesn't work when you're trying to build long-term customer relationships rather than simply closing one-shot sales.

5. Assuring Satisfaction: A great weakness of most salespeople is the way they handle the Assuring phase of the sales process. Most salespeople stop with getting the sales commitment; they disappear from the customer's life, leaving service, installation, training and follow-up to others.

One "old-school" method of selling has an adage that the sale begins when the customer says "no." In direct contrast, the real job of selling starts when the customer says "yes."

Assuring customer satisfaction is a secret ingredient of extraordinary sales success. You will benefit two ways by assuring each customer. First, this assures repeat business. Almost all products have a life cycle and will be replaced or upgraded. Customers have a tendency to return to the salesperson who previously matched them with a product that met their needs and then provided excellent service and follow-up.

Secondly, satisfied customers are excellent sources of referrals. Customers talk. They talk about poor service and they talk about extraordinary service. When they get super service, they refer others to the salesperson who delivered on his or her promises.

Without repeat business and referrals, a salesperson must constantly prospect and cold-call new accounts. That is not the way most salespeople want to spend their lives... and it certainly is not the best way to be successful!

When you start the sales process, you have a chance to begin building a good customer relationship. However, it is only after the sale, when you make sure your customer is satisfied (preferably delighted!), that you really cement the relationship.

Note: these stages of the sales cycle correspond directly with the "sales competencies" in Jim Cathcart's book *Relationship Selling*, the eight competencies of top sales producers. They also match the categories in the Sales IQ Plus assessment.



Phase 1: Building Rapport During Initial Contact

Connecting with the C Style	Connecting with the D Style
<ul style="list-style-type: none"> • C styles don't care much about social interaction (beyond common courtesy and standard pleasantries), so get to the point. • Avoid making small talk, except to initially establish your credibility. • Speak slowly, calmly and economize on words. • C styles are precision-oriented people who want to do their jobs in the best possible manner. • Build your credibility by thinking with your head, not your emotions. • Before meeting, provide them with a brief overview of the agenda and length of meeting, so they know what to expect. • Show them logical proof from reliable sources that accurately document your quality, record of accomplishment, and value. 	<ul style="list-style-type: none"> • D styles want to know the bottom line. • Just give them enough information to satisfy their need to know about overall performance. • They do not want you to waste their time giving them a bolt-by-bolt description of your product, presenting a long list of testimonials from satisfied clients, or getting too chummy with them – always remember that they are Direct and Guarded. • When you write, call, or meet a “D”, do it in a formal, businesslike manner. Get right to the point. Focus quickly on the task. • Refer to bottom line results, increased efficiency, saved time, return on investment, profits, and so on. In other words, tell him what's in it for him. • If you plan to sell something or present a proposal to a “D”, take care to be well organized, time-conscious, efficient, and businesslike. • They do not want to make friends with you; they want to get something out of you if they think you have something of value to offer.
Connecting with the S Style	Connecting with the I Style
<ul style="list-style-type: none"> • S styles are Indirect and Open. However, keep the relationship businesslike until they warm up to you. • They are concerned with maintaining stability; they want to know step-by-step procedures that are likely to meet their need for details and logical action plans. • Organize your presentation: list specifics, show sequences, and provide data. • Treat them with honesty, sincerity, and personal attentiveness. • Listen patiently to their stories, ideas and answers. • Express your appreciation for their steadiness, dependability, and cooperativeness. • Present yourself to be non-threatening, pleasant, friendly, but still professional. • Develop trust, credibility, and friendship at a relatively slow, informal pace. • Communicate with them in a consistent manner on a regular basis... especially at the outset. 	<ul style="list-style-type: none"> • Remember that they are Direct and Open. • When you meet an “I”, shake hands firmly, introduce yourself with confidence, and immediately show personal interest. • Let him set the pace and direction of the conversation. • Be an especially attentive listener with the I style. • Give them positive feedback to let them know that you understand and can relate to their visions, ideas and feelings. • Tell humorous or unusual stories about yourself, to win their heart. • Allow them to feel comfortable by listening to their stories, even to the point of talking about topics that may stray from the subject. • Since I styles typically enjoy talking about themselves, ask questions about them, but be prepared for lengthy answers. Plan to have as many meetings as necessary to build the relationship and gather information.



Phase 2: Maintaining Rapport in the Assessing Needs & Wants Stage

Exploring with the C Style	Exploring with the D Style
<ul style="list-style-type: none"> • C styles don't care much about social interaction (beyond common courtesy and standard pleasantries), so get to the point. • C styles often like to answer questions that reveal their expertise, so they can be very good interviewees. • As long as you ask logical, fact-oriented, relevant questions, they will enjoy speaking with you. • Phrase your questions to help them give you the right information. • Ask open and closed questions that investigate their knowledge, systems, objectives and objections. • Make your own answers short and crisp. • If you do not know the answer to something, do not fake it. Tell them you'll get the answer for them by a certain time, and then do it. 	<ul style="list-style-type: none"> • To head off the D styles impatience before it surfaces, keep your conversations interesting by alternately asking questions and offering relevant information. • D styles need to view the meeting as purposeful, so they want to understand where your questions are leading. • When asking a "D" question, make them as practical and logical as possible. Aim questions at the heart of the issue and ask them in a straightforward manner. • Only request information that is unavailable elsewhere. • When gathering information, ask questions showing you have done your homework about their desired results and current efforts. • Be sure to make queries that allow him to talk about his business goals. • Gear your exploring toward saving the D style time and energy.
Exploring with the S Style	Exploring with the I Style
<ul style="list-style-type: none"> • S styles can be excellent interviewees, so talk warmly and informally and ask gentle, open questions that draw them out (especially around sensitive areas). • Show tact and sincerity in exploring their needs. • If they do not have a good feeling about your product, company, or even you, they are not likely to take the chance of hurting your feelings by telling you so. • They want to avoid confrontations, even minor ones. So S styles may tell you what they think you want to hear, rather than what they really think. • They may not you about their dissatisfaction with your competitors. Even though this is exactly what you want to hear, the "S" may be hesitant about saying anything negative about them. • Allow for plenty of time (possibly multiple meetings) for the S style to open up to you and reveal their innermost desires and pains. • The more time you spend with an "S" exploring, the higher the odds you'll be landing them as a customer. 	<ul style="list-style-type: none"> • I styles get bored quickly when they're not talking about themselves. • Strike a balance between listening to their life's stories and gathering the information you need to be an effective sales consultant. • When asking business questions, keep them brief. If you can, work these exploratory questions in with social questions. • The better your relationship with an "I" is, the more willing he'll be to cooperate and talk about the task at hand. • I styles can be so open they may tell you their fondest hopes and aspirations. If you can demonstrate how your product or service can get them closer to their dreams, they may become so excited about your product—and you—that they're likely to sell you and your products and services to everyone else in their organization.



Phase 3: Maintaining Rapport in the Solving & Collaborating Stage

Collaborating with the C Style	Collaborating with the D Style
<ul style="list-style-type: none"> • Emphasize accuracy, value, quality and reliability. • They dislike talk not backed up by evidence. • Describe a process will produce the results they seek. • Elicit specific feedback by asking, “So far, what are your reactions?” or “Do you have any questions that you’d like me to clear up?” • Present your solution that shows them they’ll be correct in making the purchase. • Base your claims on facts, specifications and data that relate specifically to their needs. • C styles are cost-conscious; increase their perceived value with facts and ROI data. • C styles are the likely to see the drawbacks, so point out the obvious negatives before they do. Let them assess the relative trade-offs when choosing between competing (yet imperfect) products or services 	<ul style="list-style-type: none"> • Your presentation must be geared toward the D styles priorities. • Gear your presentation toward how they can become more successful, save time, generate results, and make life easier and more efficient; you’ll get their attention. • Zero in on the bottom line with quick benefit statements. • They want you to do the analysis and lay it out for them to approve or reject. • D styles like rapid, concise analyses of their needs and your solutions. • D styles like being in control, so give them choices backed with enough data and analysis to allow them to make an intelligent decision. • Then, be quiet and let them make their decision. If you speak or interrupt while they are buying, you will dramatically decrease the odds of making this sale
Collaborating with the S Style	Collaborating with the I Style
<ul style="list-style-type: none"> • Show how your product or service will stabilize, simplify, or support the S styles procedures and relationships. • Clearly define their roles and goals in your suggestions, and include specific expectations of them in your plan. • Present new ideas in a non-threatening way. • Provide them time to adjust to changes in operating procedures and relationships. • When change becomes necessary, tell them why. Explain how long the changes will take and any interim alterations of the current conditions. • Design your message to impart a sense of stability and security. • S styles like to be shown the appropriate steps to follow, so share those with them. • Involve them by asking their opinions and encourage them to give you feedback. 	<ul style="list-style-type: none"> • Show how your product would increase the I styles prestige, image, or recognition. • Talk about the favorable impact or consequences your suggestions will have in making their working relationships more enjoyable. • Give them incentives for completing tasks by stressing how their contribution will benefit others and evoke positive responses from them. • Presentations need impact for people with short attention spans, so involve as many senses as possible. • Show them how your solution will save them effort and make them look good. • Back up your claims with testimonials from well-known people or high-profile corporations. • Name satisfied acquaintances they know and admire. • Sprinkle in “visualizing future ownership” questions, such as: “If you were already running this software, how would you use it?”



Phase 4: Maintaining Rapport in the Confirming Stage

Confirming with the C Style	Confirming with the D Style
<ul style="list-style-type: none"> Emphasize accuracy, value, quality and reliability. Provide logical options with appropriate documentation and time to analyze their options. They're uncomfortable with snap decisions and when they say they will think about it, they mean it! If pressured by people or excessive demands, they may use "I'll think about it," as a stalling tactic. C styles are educated, logical, comparative "shoppers." Know your competition so you can point out your advantages relative to the competition in a factual, professional way. Mention your company's strengths as you suggest questions they may want to ask your competitors that allows them to do a comparative cost-benefit analysis of the options and solutions. Be willing to explore the subject of a conditional, "pilot program" as a way of reducing their risk. 	<ul style="list-style-type: none"> With the D style, you come right out and ask if they are interested. A "D" will tell you "yes" or "no". You can easily lose the attention and/or interest of a "D" by presenting your information too slowly or by spending too much time discussing minute details. When you draw up a commitment letter, don't spend too much time on points the "D" may not care about. Present them with options and probable outcomes. D styles like to balance quality with cost considerations, so offer options with supporting evidence and leave the final decision to them. We have found that it is effective to present a "D" with two or three options. Provide a short summation of each option, along with your recommendation of each. While the "D" is reviewing your proposal, don't interrupt them. The odds are high that they will find an option that appeals to them and closing the deal themselves.
Confirming with the S Style	Confirming with the I Style
<ul style="list-style-type: none"> S styles are slower, deductive decision makers who listen to the opinions of others and take the time to solicit those opinions before deciding. So, make a specific action plan and provide personal guidance, direction or assurance as required for pursuing the safest, most practical course to follow. Arm them with literature, case studies and any documentation available, because they'll be "selling" your proposal to others within their organization. When you do reach agreement, carefully explore any potential areas of misunderstanding or dissatisfaction. S styles like guarantees that new actions will involve a minimum risk, so offer assurances and support. Try not to rush them, but do provide gentle, helpful nudges to help them decide (when needed). Involve them by personalizing the plan and showing how it will benefit them and others. When asking for a commitment, guide them toward a choice if they seem indecisive. 	<ul style="list-style-type: none"> Show how your product would increase the I styles prestige, image, or recognition. Be open and ask, "Where do we go from here?" or "What's our next step?" If they like something, they buy it on the spot (all other things being equal). You may have to slow them down because they also tend to overbuy and/or buy before weighing all the ramifications; behaviors that both of you may live to regret. I styles dislike paperwork and details so they are likely to hesitate, and even procrastinate, when it comes to spending the time required on a contract. Have a written agreement prepared due to their tendency to be unclear about procedures, responsibilities and expectations. Make sure that you agree on the specifics in writing or, later on, you can almost bet on some degree of misunderstanding and/or disappointment.



Phase 5: Maintaining Rapport in the Assuring Stage

Assuring the C Style	Assuring the D Style
<ul style="list-style-type: none"> • Set a specific timetable for when and how you will measure success with the “C”. Continue proving your reliability, quality and value. • Make yourself available for follow-up on customer satisfaction and ask for specific feedback on the product or service performance record. • If you have tips for improved usage or user shortcuts, email them to your “C” customers. • You should also ask for their ideas and opinions for how to improve your products and/or services. • When they offer you their suggestions, get back to them about how your company is incorporating their ideas into upgrades into future upgrades, revisions or new products. 	<ul style="list-style-type: none"> • D styles usually do not look for personal relationships at work due to their focus on accomplishing tasks. • With the D style, do not rely on past sales to ensure future purchases. Follow up to find out if they have any complaints or problems with your product. If they do have complaints, address them immediately. • Impress upon your customer your intent to stand behind your product or service. • Stress that you will follow-up without taking much of their time. • You may also want to offer a money-back guarantee. • Whatever the promise, make sure you deliver everything you offer!
Assuring the S Style	Assuring the I Style
<ul style="list-style-type: none"> • Follow-up consistently with an “S”. • Give them your personal guarantee that you will remain in touch, keep things running smoothly, and be available on an “as needed” basis. • S styles like to think they have a special relationship with you; that you are more than just another business acquaintance; they prefer a continuing, predictable relationship. • Give them your cell number, along with an invitation to call you any time with any concern. They will rarely use it, but will feel secure knowing it’s available to them. • They dislike one-time deals, so follow up to maintain your relationship. • Impersonal, computerized follow-up is not very appealing to the S style, so continue building your relationship with low-key, personalized attention and assistance. 	<ul style="list-style-type: none"> • I styles frequently buy before they’re sold which may lead to buyers’ remorse. • I styles can benefit from ongoing reminders that they have made the right decision. • Reinforce their decision by giving plenty of assistance immediately after the sale. • Be certain they actually use your product or they may get frustrated from incorrect usage and either put it away or return it for a refund. • Since they mingle with so many people, you can even ask the I style if they’d be willing to share their glowing testimonials about you and your product with others. • If they are feeling smart for using your product or service, most I styles will give you more referrals than the other three styles combined!



Phase	With the D Style	With the I Style	With the S Style	With the C Style
Connecting	<ul style="list-style-type: none"> • Skip small talk • Lead with the main point • Show up fully prepared 	<ul style="list-style-type: none"> • Allow for time and stories before turning focus to business at hand • Let them set the pace of the conversation 	<ul style="list-style-type: none"> • Stick to business until they warm up to you • Don't rush into agenda first • Take an active interest in them 	<ul style="list-style-type: none"> • Skip small talk • Bring an agenda • Remain cool, calm and professional
Assessing	<ul style="list-style-type: none"> • Let him/her know where the questions are headed • Only ask for information that's unavailable elsewhere • Answer their questions directly 	<ul style="list-style-type: none"> • Alternate questions between them personally and business • Gently guide them back to the topic • Keep the focus on their vision and goals 	<ul style="list-style-type: none"> • Be sincerely interested in their answers • Never interrupt them • Ask nonthreatening questions to draw them out over time 	<ul style="list-style-type: none"> • Ask questions that reveal their expertise • Keep the questions focused on the topic • Alternate open and closed-ended questions
Solving	<ul style="list-style-type: none"> • Make any presentation brief • Focus on the bottom line and/or time savings • Provide concise analysis of needs along with your professional recommendations 	<ul style="list-style-type: none"> • Involve as many senses as possible • Ask for their ideas often • Sprinkle in testimonials • Provide incentives for making decisions • Show how the solution enhances their image and/or saves them effort 	<ul style="list-style-type: none"> • Show how solution will simplify, add stability or support their goals • Present new ideas in a non-threatening way • Never rush them, but provide gentle, helpful nudges toward a decision 	<ul style="list-style-type: none"> • Emphasize value, accuracy, precision, quality and reliability • Stick to facts and logic; attempt to reduce risks when possible • Never pressure for any decision • Remain cool and emotionally detached
Confirming	<ul style="list-style-type: none"> • Flat out ask if they are interested • Present two or three options with recommendations and summaries • Be quiet while they review and decide 	<ul style="list-style-type: none"> • Openly ask, "Where do you see us going next?" • Be ready to take their order • Slow them down if they're buying too quickly • Do the paperwork for them 	<ul style="list-style-type: none"> • They are slow decision makers and like to consult opinions of others • Don't press for a decision • Focus on a guarantee if relevant 	<ul style="list-style-type: none"> • Provide logical options with documentation • Give them both time and space to make their decisions • Point out any glaring downside to deal if one exists • Suggest a pilot program or warranty to reduce risk
Assuring	<ul style="list-style-type: none"> • Follow-up to ensure they're 100% satisfied with solution • Keep the relationship all business • Make certain you deliver on every small promise 	<ul style="list-style-type: none"> • Reinforce their decision by providing ample assistance after the sale • Make sure they don't get frustrated (they don't read instructions) • Help them use the product/service to reduce anxiety 	<ul style="list-style-type: none"> • Provide consistent follow-up along with personal assurances • Give them private phone number to reach you • Remind them that you also desire a long-term business relationship 	<ul style="list-style-type: none"> • Share your process and/or timetable for your follow-up • Double-check their method for measuring satisfaction • Email them ideas and shortcuts • Reinforce value, quality and reliability.



TAKING OWNERSHIP OF YOUR OWN DESTINY

Imagine what would have happened if you had successfully applied the principles and practices of *Platinum Rule Selling* ten years ago... or even five years ago? Well, hundreds of thousands of people like you have already used these principles and experienced dramatic increases in sales volumes, more satisfaction in their dealings with customers and co-workers (family and friends, also!), and greater awareness of their own strengths and weaknesses. Many people report that they no longer feel like “just a salesperson”; they feel, behave and are treated like a *trusted advisor*. They have an increased ability to help people find solutions to their problems and are more adept at identifying new opportunities.

For you to also share in the pleasure from experiencing these benefits, we encourage you to get started this very minute. First, think about the goals you want to accomplish in the next year... the next month... the next week... even by the end of today! Develop a plan to meet those goals using **The Platinum Rule – Do Unto Others as They Would Have You Do Unto Them** - and the other principles that make up the **DISC Selling Strategies**.

Accept the Challenge

This first step requires your *personal commitment* to this challenge and your *belief* in these principles and putting them to work for you. Of course, any skill takes practice, and you cannot realistically expect to put all of them into effect immediately. However, the minute you start to sell people the way *they* want to buy, you'll start to see immediate results.

Commit to Growth

“Change is inevitable... growth is optional.” We love that saying because it's true. Right now, you have the option to take this moment and make a life-changing decision. You may decide to *keep learning* about yourself, your strengths and weaknesses, how you make decisions, how you come across to other people, etc... You may decide to learn more about DISC styles and apply your new knowledge in other relationships beyond selling - relationships with your co-workers, children, spouse and/or family.

Hopefully, you may decide to use this report as a jumping-off point for a new direction in your career. If that thought excites you, we urge you to learn more about how DISC may be applied in all phases of business: prospecting, networking, marketing, communications, customer service, referral building, client loyalty, hiring, management, leadership, etc... We offer programs, technology, books, CD's, DVD's, self-paced online courses, speeches, and on-site workshops that are all specifically designed to help you apply this amazing concept in key facets of your business and your life.

Here's wishing you continued success!



Disclaimer

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(continued from page 2)

How to Assure Assessment Accuracy? Independent & Qualified Testing at Standards Set by the [APA](#) and [EEOC](#)

*“...this DISC assessment has one of the highest Cronbach scores in the DISC marketplace.”
- Assessment Standards Institute*

The Assessment Industry’s Past and Present

Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments - sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument - or even what the developers and sellers claim.

The Solution? Independent & Verifiable Testing by a Qualified Institution

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the [American Psychological Association \(APA\)](#) and the [Equal Employment Opportunity Commission \(EEOC\)](#). This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment’s professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

Construct Validity ([APA Standards](#))

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

Reliability - Cronbach’s alpha ([APA Standards](#))

This technique is regarded as one of the most robust measures of reliability and presents the highest 'bar' from which to compare. The readers should note that Cronbach's alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach’s alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach’s alpha is one way of measuring the strength of that consistency.

Disparate Impact ([EEOC Guidelines](#))

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully.

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