

# Custom Program Title

## Leader's Guide

**SECTION I: UNDERSTANDING YOUR DISC<sup>®</sup> SALES STYLE**

**Module 1**

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**SECTION II: RECOGNIZING AND UNDERSTANDING CUSTOMER BUYING STYLES**

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SAMPLE



## Section I: Understanding Your DiSC® Sales Style

### Module 1

Everything DiSC® Sales



#### MODULE OVERVIEW

**Length:** 50 minutes

**Video:** 9 minutes

**Activities:**

- Partner
- Small Group

**Materials:**

- Handout 1.1
- Handout 1.2
- *Everything DiSC Sales Profile* pp 3-7

**Goals:**

- Discover the Everything DiSC® Sales Map
- Identify the priorities of your sales style

**Activity Description:**

Participants list their strengths and challenges, then share personal examples of each with a partner. A video introduces them to the priorities that characterize each DiSC sales style. Participants read the *Everything DiSC Sales Profile* to discover their own priorities, strengths, and challenges, and then discuss what they've learned with a partner.

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#### WELCOME

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

In this module, participants discover that they may not have a clear understanding of their selling strengths and challenges, and therefore might not be reaching their potential as salespeople. They begin developing a map by listing their strengths and challenges.

**ASK:**

How many of you have used maps to get where you need to go?

*Take a show of hands.*

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**SAY:**

- [🗣️] This program will use maps to help you connect better with your customers using a simple three-step process.
  - Find yourself on the map.
  - Identify where your customers are on the map.
  - Navigate from where you are to where your customers are.
- [🗣️] In this section, we will start by creating personal maps of ourselves as salespeople.

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**INSTRUCT:**

- [🗣️] On Handout 1.1, list your strengths and challenges as a salesperson in terms of developing sales relationships.

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HO 1.1

- Let's see how many you can come up with in three minutes.

*Give participants three minutes to make their lists.*

#### **INSTRUCT:**

- [🔒] Now I'd like you to choose three strengths and three challenges from the lists you just made.
- For each one, write down examples of times when the strength or challenge was evident during a sales interaction.

*Give participants 3-5 minutes to write their examples.*



#### **INSTRUCT:**

- Now I'd like you to find a partner.
- Take turns sharing one of your strength examples.
- Then share one of your challenge examples.

*Give participants 6-7 minutes to share their experiences.*

#### **SAY:**

- These strengths and challenges represent part of the map of who we are as salespeople.
- Now I'll show you a model that's been used by millions of people around the world to help create complete maps for connecting better with customers.

#### **NOTE TO FACILITATOR:**

The profile page numbers throughout the facilitation refer to the standard version of the *Everything DiSC Sales Profile*. If you have created a customized version with deleted or moved pages, you will need to make corresponding adjustments to these page references.

#### **SAY:**

- Everything DiSC® is a simple tool that offers personalized information to help you understand yourself and others better.
- The DiSC model shows four basic behavioral styles that describe how people approach their work and relationships.

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*Distribute the Everything DiSC Sales Profiles.*



Page 2

#### **INSTRUCT:**

- [🔊] Open your *Everything DiSC® Sales Profile* to the Introduction page (page 2 in the full report), and take a minute to read through it.

*Give participants a minute to read.*



#### **INSTRUCT:**

- [🔊] Now at your tables, take turns telling each other what got your attention as you read.
- Discuss why the cornerstone principles are important when using the DiSC model to understand yourself and others better.

*Give participants 2-3 minutes to discuss.*

#### **ASK:**

- What did you learn?

*Take a variety of responses.*

### **STEP 2: DEMONSTRATE THE DiSC® MODEL**

A video segment introduces the DiSC model and the priorities and behaviors of each DiSC sales style.



HO 1.2

#### **INSTRUCT:**

- Now that we have a better understanding of the principles, let's watch a video about the different DiSC® sales styles.
- As you watch this video segment, write down key words or phrases around the Everything DiSC Sales Map on Handout 1.2 that describe each area.



[🔊] Video segment "**DiSC Sales Styles.**"

### **STEP 3: PRACTICE SELF-KNOWLEDGE**

Participants read about their own sales styles. They then use this new knowledge to build on their strengths and challenges lists.

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#### SAY:

- [🗣️] Now that we've learned a little about the Everything DiSC® Sales Map, let's find out where we each are on the map.
- I'd like you to open your *Everything DiSC Sales Profile* to page 3, titled "Your DiSC® Overview."
- It shows your dot location on the DiSC map.
- [🗣️] There are four basic styles of the DiSC model: D, i, S, and C.
- Within each style there are three regions where a person's dot may be located, illustrating the twelve different regions of the Everything DiSC model.
- As we read earlier, everyone is a blend of all four styles, although most people tend most strongly toward one or two styles.
- All styles are equal and valuable in their own ways.

#### INSTRUCT:

- Take a couple of minutes to read through this overview.

*Give participants two minutes to read.*

#### ASK:

- Let me see a show of hands for those whose dot falls in the "D-Dominance" region of the map.
- "i-Influence"? "S-Steadiness"? "C-Conscientiousness"?

*Take a show of hands for each style and comment on the diversity represented in the group.*



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#### SAY:

- [🗣️] Now take a look at the section called "Close to the Edge or Close to the Center" toward the bottom of Page 3.
- A dot positioned toward the edge of a circle indicates a strong inclination toward the characteristics of the style.
- A dot halfway between the edge and the center indicates a moderate inclination toward the characteristics of the style.
- A dot positioned close to the center indicates a slight inclination toward the characteristics of the style, and the person may relate to

characteristics of other styles as well.

#### SAY:

- Now that you've been introduced to your dot's location on the DiSC map, let's look at the story your dot location tells about you.

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Page 4

#### INSTRUCT:

- [✓] Continue to the next page titled "Your Dot Tells a Story" (*page 4 in the full report*).
- Read and personalize your feedback by putting a checkmark next to things that are like you, an X by things that are not like you, and a question mark next to things that you aren't sure about.

*Give participants 2-3 minutes to read and personalize.*

#### ASK:

- What surprised you about what you read?

*Take a variety of responses.*

#### SAY:

- As we saw earlier, your dot location and your DiSC style can say a great deal about you.
- Your map shading is also important.
- [✓] As you saw in the video, each style is distinguished by certain priorities. The eight words around the Everything DiSC Sales map represent the primary areas where people focus their energy.
- [✓] The three words closest to your dot are your primary priorities, and your personalized shading indicates whether you stretch to include any additional priorities.
- [✓] The map on the right is an example of an extra priority of Quality. Notice how the extra priority is marked by striped shading.
- Everyone has at least three priorities, though sometimes people have four or even five priorities.
- Your priorities describe what is important to YOU, and all combinations of priorities are equally important and valuable.

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- Having five priorities is no better than having three, and vice versa.
- By learning about your priorities, you can gain a clearer picture of your style.
- You will also start to understand how you might relate to other styles.

#### **ASK:**

- Let me see a show of hands for those who have three priorities.
- Four priorities? Five?

*Take a show of hands for each group. Again, comment on the diversity represented.*



Page 5

#### **INSTRUCT:**

- [🔒] Read Page 5 of your profile about your priorities and shading.
- Like before, personalize the feedback with checkmarks, Xs, and question marks.

*Give participants 4-5 minutes to read and personalize.*

#### **SAY:**

- Next, let's take a few minutes to learn about the strengths that come from your priorities.



Page 6

#### **INSTRUCT:**

- [🔒] Read about your selling strengths on page 6.
- Again, personalize your feedback with checkmarks, Xs, and question marks.
- Then choose a bulleted strength statement that describes you best, and put a star next to it.

*Give participants 2-3 minutes to read and personalize.*

#### **SAY:**

- I've asked you to personalize your feedback because it's important for you to decide which feedback describes you well and which doesn't seem to apply to you.



#### **INSTRUCT:**

- [🔒] Now, in your table groups, take turns sharing where you are on the



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Everything DiSC® Sales Map and the statement you starred.

- As you share your information, talk about why you feel this strength makes you more successful as a salesperson.

*Give participants 4-5 minutes to share.*



#### **INSTRUCT:**

- [🔗] Now, take a few minutes to read about your selling challenges on page 7.
- Again, personalize your feedback with checkmarks, Xs, and question marks, and put a star next to the bulleted statement that you believe describes your biggest challenge.

*Give participants 2-3 minutes to read and personalize.*



#### **INSTRUCT:**

- [🔗] Again in your table groups, take turns sharing the statement you chose and how you feel this challenge may hold you back as a salesperson.

*Give participants 4-5 minutes to share.*



#### **ASK:**

- [🔗] Besides our styles, what do you think can influence our priorities as salespeople?

*Listen for: personal values, experiences, mentors' teaching, etc.*

#### **SAY:**

- It's important to understand that many factors can influence our behaviors.
- However, our sales styles provide a helpful starting point for exploring our most natural behavior and how it might affect our success as salespeople.