



WILEY

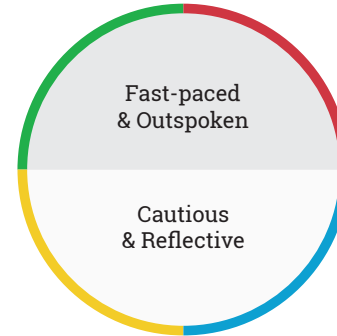
Interaction Guide



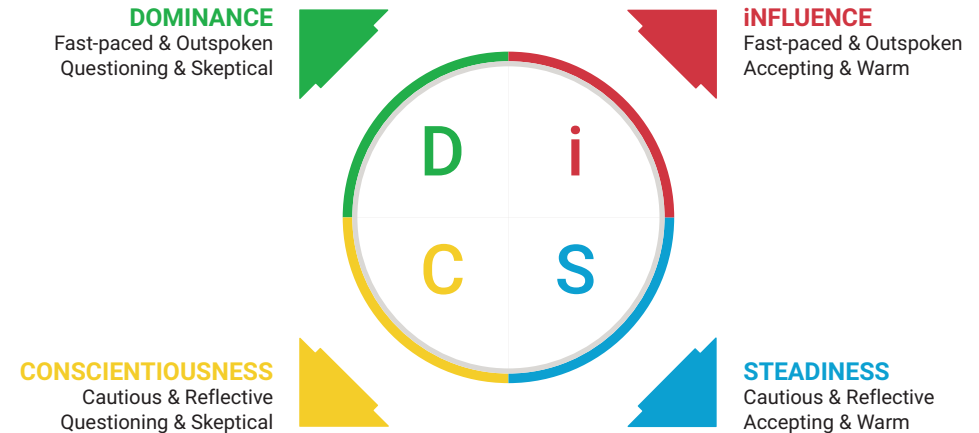
PEOPLE READING

Think about someone you work with.

- 1 Consider whether this person tends to be more:
- 2 Then, consider whether this person also tends to be more:



- 3 Now, combine this person's tendencies to determine their DiSC® style.



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Dominance

UNDERSTANDING D STYLE CUSTOMERS

Priorities

- Results
- Action
- Competency

Is bothered by

- Wasted time
- Small talk
- Too many details
- Indecisiveness
- Lack of control
- Challenges to their authority

Trusts

- Confidence

SELLING TO D STYLE CUSTOMERS

Strategies

- Use a confident and no-nonsense approach
- Get to the point
- Give them options and a sense of control
- Convey respect for their authority
- Show a desire to help them get immediate results

Emphasize

- Immediate outcomes
- The bottom line
- Efficiency, ease of use
- Profits, savings

UNDERSTANDING C STYLE CUSTOMERS

Priorities

- Quality
- Competency
- Dependability

Is bothered by

- Emotional or illogical people
- Personal questions
- Overly enthusiastic presentations
- Pressure
- Emotional appeals

Trusts

- Expertise

SELLING TO C STYLE CUSTOMERS

Strategies

- Use an objective approach
- Go through details
- Have evidence to back up your claims
- Use logic to connect your solutions to their problems
- Give them a chance to show their knowledge

Emphasize

- Quality, high standards
- Your expertise
- Logical reasons
- Evidence of reliability

Conscientiousness

influence

UNDERSTANDING i STYLE CUSTOMERS

Priorities

- Enthusiasm
- Action
- Relationships

Is bothered by

- Dry or dull analysis
- Too many details
- Cold or detached people
- Loss of approval
- Negativity or pessimism

Trusts

- Openness

SELLING TO i STYLE CUSTOMERS

Strategies

- Use an upbeat and lively approach
- Give them a chance to tell their stories
- Be open to disclosing information about yourself
- Show empathy for their concerns
- Demonstrate how your offering helps other people

Emphasize

- Testimonials
- Ease of use
- Exciting opportunities
- How your offering makes them look good

UNDERSTANDING S STYLE CUSTOMERS

Priorities

- Sincerity
- Relationships
- Dependability

Is bothered by

- Pressure
- Pushy people
- Uncertainty
- Unpredictability
- Sudden change
- Conflict

Trusts

- Kindness

SELLING TO S STYLE CUSTOMERS

Strategies

- Use a casual and low-pressure approach
- Show warmth and sincerity
- Present information in a step-by-step manner
- Allow space and time to process information
- Provide reassurance

Emphasize

- Ongoing support
- Examples from the past
- Stability and security
- Warranties, service plans, and guarantees

Steadiness

