



Sample User

Style: Chancellor DIC

Sales Style

Introduction To Your Sales Style



Research suggests that the most effective sales people are the ones who truly understand human behavior and can not only predict behavior, but can modify their own behavior to that of their buyer. Successful sales people appreciate their own strengths and limitations and quickly assess the strengths, limits, needs and preferences of their customers. In sales, information is power!

The **Sales Style Report** explains your personality style in a sales role according to the DISC Personality System. It helps you identify your own selling strengths and limits. With this information, you can capitalize on your strengths and recognize any limits hindering your success.

This report also covers ways to motivate customers based upon the preferences of their distinctive buying styles. It's no secret that different customers with different personality styles have different "hot buttons" that will make them buy. The job of the sales person is to find that particular button and push it effectively. The psychology of selling is in understanding the customer and pinpointing his/her unique motivating factor(s); then, creating a favorable environment that will stimulate him/her to purchase.

Identifying your selling style as well as the buying styles of your prospects can become both revealing and confirming. It will show you new aspects of your communication as well as confirm facets you already knew. You'll find this information valuable in every area of your life – at work, home and in every area that you interact with others.

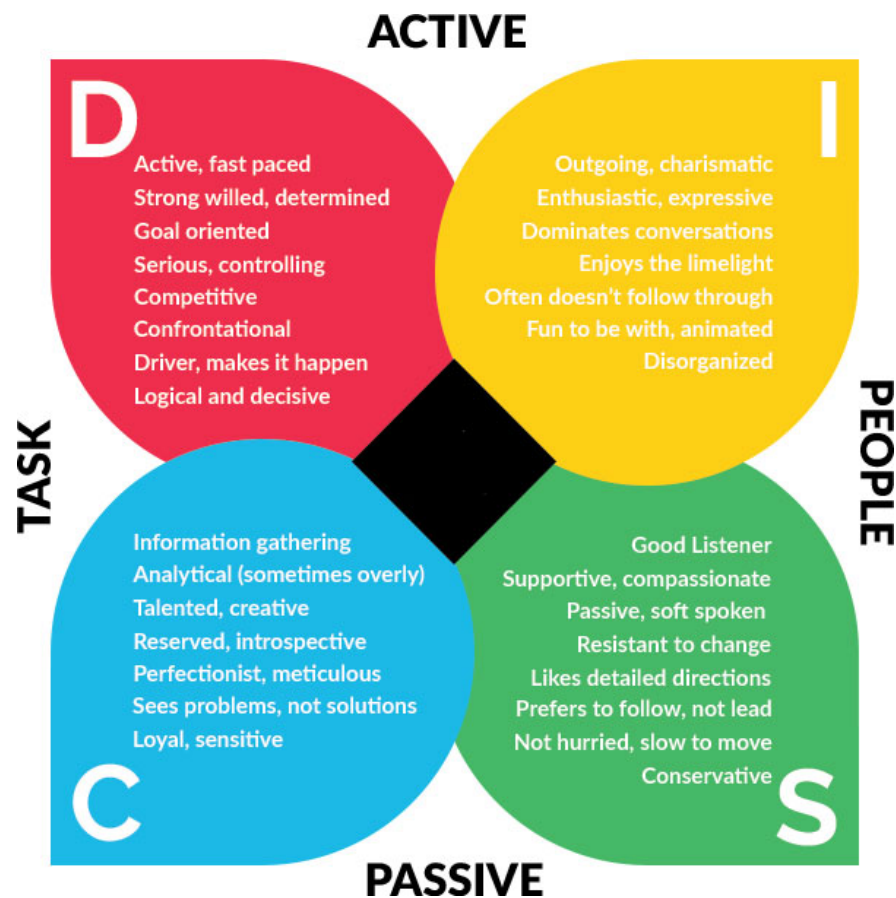


DISC Overview

Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

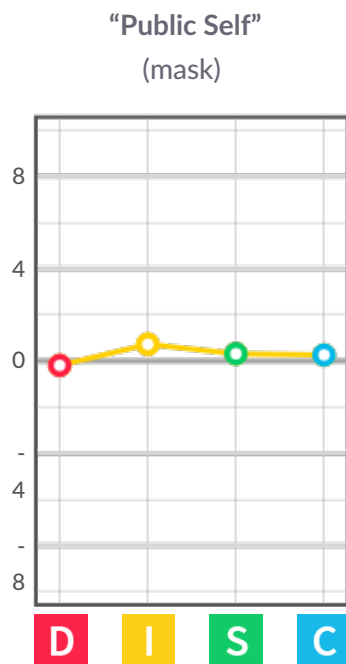
This chart below helps put the four dimensions of the personality into perspective

	D DOMINANT	I INFLUENCING	S STEADY	C COMPLIANT
Seeks:	Control	Recognition	Acceptance	Accuracy
Strengths:	Administration Leadership Determination	Persuading Enthusiasm Entertaining	Listening Teamwork Follow-through	Planning Systems Orchestration
Dislikes:	Inefficiency Indecisions	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
Decisions:	Decisive	Spontaneous	Conferring	Methodical

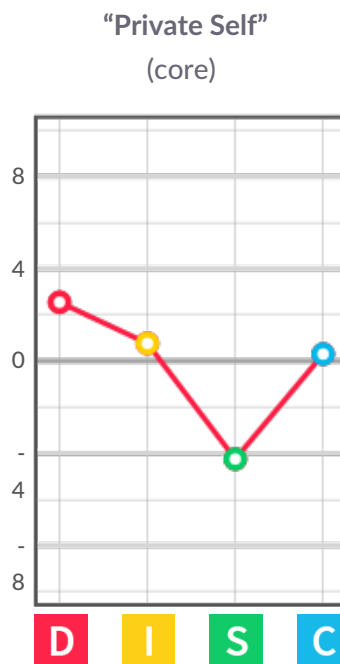


Your DISC Graphs

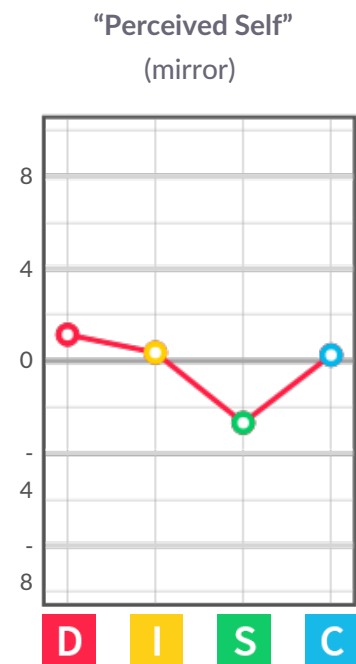
Below are your three DISC graphs and the meaning of each graph.



This graph displays the you others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.



This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present in your environment.



This graph displays the manner in which you perceive your typical behavior. It could be referred to as your self perception. At times you may be unaware of the behavior you use with other people.

Differences between the Public and Private Self:

People often act based on how they think others expect them to behave or to adapt to a specific job or role. This adapted behavior (the Public Self) represents what we project to the world. Your core style (Private Self) represents your instinctive response to pressure. During times of stress or tension, these core behaviors become prominent. This Private Self graph is least likely to change because these are natural and ingrained responses. Little or no difference between the Private Self and Public Self indicates that there is not much need to adapt your style to your environment. However, if the Public Self is different from the Private Self, you may perceive a need to flex your style to fit your job, your current role or the expectations placed upon you.



Sample is a Chancellor Style

Chancellors are outgoing and energetic salespeople who keep their focus on business and achieving results. Probably the most determined natural sales style, Chancellors win people over quickly and are diligently driven by their goals. When Chancellors are around, they spur people to activity. They not only stimulate activity by being extroverted and engaging, they also spend a good deal of time thinking, planning and processing with an eye toward their goal. They are competitive in their quest and keep their focus sharp. They desire to socialize and interface with people because this is the fastest way to get sales results. Therefore, introducing themselves to strangers, making contacts and networking are endeavors they carefully and enthusiastically plan and act upon as tasks.

Chancellors can be impulsive when making decisions, they do not need to have all the facts and don't need the opinions of others. Calculated risk takers, Chancellors can be idealistic or ignore potential risks of a sales venture if there is large upside potential. They like to work hard and play hard and enjoy non-routine sales environments with a good bit of change. They are progressive and innovative and generally optimistic about what they can accomplish. They like assignments promoting both personal and corporate growth.

When they undergo a project, Chancellors like to finish what they start before they move on to the next venture. They are not haphazard in their approach to anything and like to put their stamp of quality on all that they sell. Therefore, they can be counted upon to service what they sell if it means following through with quality. They also expect the same level of quality and energy from the people they work with and won't settle for less. Chancellors will be aware of deadlines and keep their responsibilities in check. Anything that doesn't contribute to the bottom line may have to be put off or sacrificed. Chancellors are influential, demonstrative people who care about the quality of the sales tasks they undertake while staying focused on their goals.



Sample's Selling Strengths

- Sample is very goal driven
- Sample desires to close quickly, but is also conscientious about the quality of product and service after the sale
- Self-starter; self-reliant
- Accomplishes goals through people
- Good closer; not afraid to ask for the sale and won't back down to buyer's objections
- Persistent and persevering once goal is established
- Sample can be forward thinking and have creative approaches to promoting something



Sample's Selling Challenges

- Sample may dominate project or team interactions
- May bend or break the rules if Sample feels it would help in sales or to meet objectives
- Sample may have difficulty listening and empathizing with exactly what the customer wants
- Sample can be critical of product/service quality, quality of presentation and promotional tools, team members and management
- May move to another challenge rather than dealing with slow decision makers
- Sample may be overly aggressive or intimidating



Sample's Best Sales Attribute

- Determined, driven and energetic sales person who can open, close and service what they sell

Characteristics Of Your Dominant Style



Because you have a "D" over the midline, you often view selling as an obstacle to overcome, or a problem to be solved. You are motivated by sales goals and personal growth, and thrive on competition.


Your Selling Characteristics

Strengths	Limitations
Goal driven	Tries to control too much
Sales/outcome oriented	Push to close too soon
Likes to face challenges	May seem pushy
Tenacious (won't back down)	May lack empathy
Competitive (meets objectives)	Too competitive
Creative problem solver	Too quick to dismiss clients' needs
Works well under pressure	not perceived as a team player
Can handle multiple clients	Inattentive to customer needs

What you should know about your D style:

High D's are constantly moving. They seem to have several deals working at the same time, and are eager to take on more. They often provide creative solutions to their customers or clients. D's are often integral parts of a company's growth and success.

Although the High D is an effective salesperson, they may do so at the expense of their colleagues (and occasionally their clients). They are extremely outcome driven and will have a tendency to overlook or even use people in their haste to reach a goal.

 Tendencies to avoid: Tougher than necessary negotiation tactics, Micromanaging the sales/delivery process and Applying pressure to act quickly.

Recognizing Customer Styles

The following grid will help you quickly identify customer buying styles. Take your time and get to know the information provided on this grid. The better you know your customer's buying style, the more effectively you will be able to sell to them.

If your Customer...

- ☐ is fast paced
- ☐ is to the point
- ☐ is decisive
- ☐ is competitive
- ☐ is individualistic
- ☐ takes charge
- ☐ asks direct questions
- ☐ wants specific answers
- ☐ seems impatient
- ☐ moves quickly

Your Customer is a D Style

Extroverted + Direct = The D Style

3% of the population

The higher the D, the greater the need to control

If your Customer...

- ☐ is responsive
- ☐ is charismatic
- ☐ is animated
- ☐ is spontaneous
- ☐ is optimistic
- ☐ is verbal
- ☐ likes to tell stories
- ☐ seems easily distracted
- ☐ emphasizes fun
- ☐ talks about people

Your Customer is an I Style

Extroverted + Friendly = The I Style

11% of the population

The higher the I, the greater the need for approval

If your Customer...

- ☐ is friendly and relaxed
- ☐ is cooperative
- ☐ is easy going and agreeable
- ☐ asks others what they think
- ☐ asks more than tells
- ☐ seems resistant to change
- ☐ doesn't like to be pushed
- ☐ focuses on past experiences
- ☐ knows someone who...
- ☐ is slower paced

Your Customer is an S Style

Introverted + Cooperative = The S Style

69% of the population

The higher the S, the greater the need for security

If your Customer...

- ☐ is less responsive
- ☐ shows little expression
- ☐ seems reserved
- ☐ has researched the product
- ☐ wants to read information
- ☐ asks for detailed information
- ☐ makes comparisons
- ☐ is concerned with quality
- ☐ is slow to make decisions
- ☐ is slower paced

Your Customer is a C Style

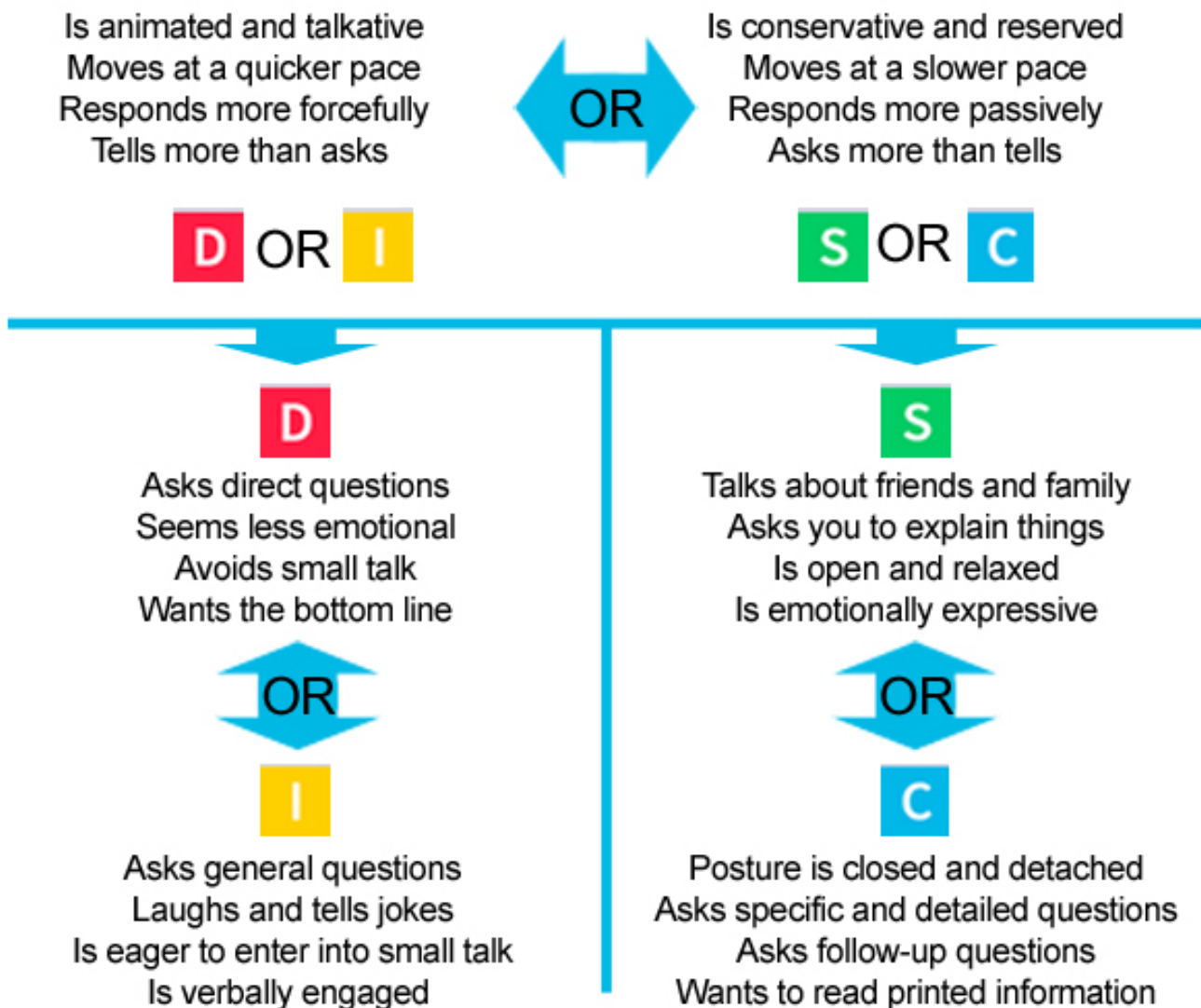
Introverted + Precise = The C Style

17% of the population

The higher the C, the greater the need to analyze and compare

You can also use the flow-chart provided below to help you identify your customers:

If your Customer or Client...



This next section uses adjectives to describe where your DISC styles are approximately plotted on your graph. These descriptive words correlate as a rough approximation to the values of your graph.

D Measures how decisive, authoritative, and direct you typically are. Words that may describe the intensity of your “D” are:

- **FORCEFUL** Full of force; powerful; vigorous
- **RISK TAKER** Willing to take chances; hazardous in actions
- **ADVENTURESOME** Exciting or dangerous undertaking
- **DECISIVE** Settles a dispute or answers questions
- **INQUISITIVE** Inclined to ask many questions; curious

I Measures how talkative, persuasive, and interactive you typically are. Words that may describe the intensity of your “I” are:

- **GENEROUS** Willing to give or share; unselfish; bountiful
- **POISED** Balanced; stable; having ease and dignity of manner
- **CHARMING** Attractive; fascinating; delightful
- **CONFIDENT** Sure of oneself; feeling certain; bold

S Measures your desire for security, peace, and your ability to be a team player. Words that may describe the intensity of your “S” are:

- **CRITICAL** Tending to find fault; characterized by careful analysis
- **IMPETUOUS** Acting suddenly with little thought; rash; impulsive

C Measures your desire for structure, organization, and details. Words that may describe the intensity of your “C” are:

- **ANALYTICAL** Dissecting a whole into its parts to discover their nature
- **SENSITIVE** Easily hurt; highly intellectually and emotionally responsive
- **MATURE** Fully grown, developed, ripened

How You Communicate with Others

Your style is predominately a “D” style, which means that you prefer receiving information telling you RESULTS; but when transferring that same information to a client or co-worker, you may need to translate that into giving them precise facts, or just the end result, or how they are a part of the solution and we need to work as a team.

This next section is particularly useful for a dominant “D” style as you may have the tendency to be more aggressive in your communication than what others would like.

The Compatibility of Your Behavioral Style

D WITH D Two “D” styles will get along well only if they respect each other and desire to work as a team to accomplish a set goal. Care must be taken not to become overly competitive or overly domineering with each other.

D WITH I A “D” likes the “I” style, because an “I” is a natural encourager to the “D”. Sometimes an “I” will not be task oriented enough for the “D” in a work situation, unless the “D” sees the value of how the “I” can be influential to achieve ultimate results.

D WITH S A “D” and an “S” normally work well together because the “S” does not threaten the “D”, and will normally work hard to achieve the desired goal. Sometimes personal relations can be strained because the “D” sometimes comes across as too task oriented and driven.

D WITH C A “D” and a “C” must be careful not to become too pushy and too detail oriented, respectively. However, a “D” needs the detail attention of the “C” style, but sometimes has a hard time of effectively communicating this need.

Communication Tips Continued

How You Can Enhance Interaction with Each Style

YOU with a **D**

If there is mutual respect, you will tend to see each other as driving, visionary, aggressive, competitive, and optimistic. So as long as they agree on the goal to be accomplished, they can focus on the task at hand and be extremely efficient. If mutual respect does not exist, you will tend to see the other D as argumentative, dictatorial, arrogant, domineering, nervous, and hasty.

Relationship Tip: Each of you must strive to achieve mutual respect, and communication, setting this as a goal to be accomplished will help immensely. You must also work to understand the realms and boundaries of each other's authority, and to respect those boundaries.

YOU with an **I**

You will tend to view I's as egocentric, superficial, overly optimistic, showing little thought, too self-assured, and inattentive. You'll dislike being "sold" by the I. Your task orientation will tend to lead you to become upset by the high I's noncommittal generalizations.

Relationship Tip: You should try to be friendly, since the I appreciates personal relationships. Be complimentary, when possible. Listen to their ideas and recognize their accomplishments.

YOU with an **S**

You will tend to view the S as passive, nonchalant, apathetic, possessive, complacent, and non-demonstrative. D's tend to perceive S's as slow moving. They will tend to see your approach as confrontational, and it may tend to be overwhelming to the high S. Your quick pace of action and thinking may cause a passive-aggressive response.

Relationship Tip: Avoid pushing; recognize the sincerity of the high S's good work. Be friendly to them, they appreciate relationships. Make every effort to be more easy going when possible, adapting a steady pace will reduce unnecessary friction in the relationship.

YOU with a **C**

Your tendency will be to view the C as overly dependent, evasive, defensive, too focused on details, and too cautious and worrisome. D's often feel that high C's over analyze and get bogged down in details.

Relationship Tip: Slow down the pace; give them information in a clear and detailed form, providing as many facts as you can. In discussions, expect the C to voice doubts, concerns and questions about the details. Remove potential threats. Whenever possible, allow time for the C to consider issues and details before asking them to make any decisions.



Adapting to your Dominant style customers

Your “D” style customers will want to take charge and will be in a hurry.

Adapt using a “Bottom Line” selling strategy
The “D” style is looking for tangible results

Things you can **DO**:



- Be brief, direct and to the point
- Stay business like
- Focus on the benefits
- Be decisive and unwavering when explaining important points
- Be confident, don't be intimidated
- Agree or disagree with facts and information, not with people
- Allow them to 'win' negotiations - (in the end you will win too)
- Move faster than normal
- Provide yes or no answers, avoid using maybe

DON'T do this:



- Joke around too much (unless they are joking too)
- Try to trick or use gimmicks
- Repeat yourself
- Make generalizations
- Make statements without support

Do not try to trick or mislead me. Be open and honest when you present the facts.
Show me how the product or service will benefit me. Let me make my own decisions.

Things to remember about the High “D”

- I want to know all the alternatives
- I am influenced by status symbols
- I want to "win" the negotiation
- I look forward to the negotiation
- I don't want to make a poor decision



Adapting to your Influencing style customers

Your “I” style customers will be outgoing and verbal.

Adapt using a “Conversational” selling strategy

The “I” style is looking for an enjoyable experience

Things you can **DO**:



- Have fun, and joke if you feel that it is appropriate
- Tell them the benefits that will make them look good
- Give them recognition and praise
- Listen to their stories
- Use real life examples to illustrate complex concepts
- Provide follow up and be accountable to your words
- Let them know you understand their feelings and ideas
- Allow them to talk, but keep them focused
- Introduce them to other members of your team if relevant

DON'T do this:



- Give them too many product details
- Interrupt
- Minimize interpersonal relationships
- Use facts to convince
- Rush through the preliminaries

I am influenced by your ability to get me to communicate. The longer I am engaged in communication, the more I will want you to like me. I am influenced by your reactions to what I say.

Things to remember about the High “I”

- I want to be liked by you
- I am influenced by the environment
- I want to impress you and make you like me
- I will leave if things get hostile or boring



Adapting to your Stable style customers

Your “S” style customers will be polite and will often shop with someone else.

Adapt using a “Personal” selling strategy

The “S” style is looking for security and practicality

Things you can **DO**:



- Show sincere interest in them
- Be friendly, personable and trustworthy
- Give them relevant facts
- Provide personal assurances
- Close only when you feel that you have earned their trust
- Give them real life examples and stories
- Ask questions, and let them talk
- Introduce them to others
- Take your time
- Be courteous and polite at all times

DON'T do this:



- Apply pressure
- Be aggressive or fast paced
- Offer too many choices
- Do all of the talking
- Neglect their feelings

I am influenced only by people I trust. I do not like to be pressured into making a purchase. I am usually suspicious and skeptical. I would like some personal assurances from you.

Things to remember about the High “S”

- I'll only buy things that I think I need
- I am concerned about the reliability of products or services
- I am aware of social status and will buy accordingly
- I will purchase things that will improve my quality of life
- I will purchase things that will bring people / family together



Adapting to your Compliant style customers

Your “C” style customers will want to comparison shop

Adapt using a “Evidence and Confirmation” selling strategy
The “C” style needs data and facts to make a decision

Things you can **DO**:



- Allow them to ask questions
- Be accurate with your responses
- Provide pros and cons to convince them
- Focus on step-by-step explanations
- Answer questions with as many facts and details as possible
- Provide proof of your statements
- Be direct and friendly, but minimize the small talk
- Give them plenty of time and space
- Work on earning trust over time by keeping your word

DON'T do this:



- Neglect the product details
- Pressure them to make on-the-spot decisions
- Get into their personal space
- Ask personal questions (unless they volunteer that information)
- Bluff your way through an answer

I have already done my homework and will enter the buying process informed. I feel compelled to make the best choice. I only believe what I can read. Warranties and assurances on paper are important to me.

Things to remember about the High “C”

- I want to know all the facts
- Technical details are important to me
- I need time to compare and analyze
- I respond to written information

Use the worksheet provided below to develop a plan that will enable you to be a more effective sales person. Begin by entering the name of your customer or client. Next, "guesstimate" their personality style using the "Recognizing Customer Styles" section of your report. Finally, develop an action plan using the information provided in the "Communication Tips" and "Adapting To Your Customers" sections of your report.

Building Effective Sales Relationships

Customer Name	Style	Action Plan (based on what you know about their style)

RELATING -

Good



You tend to be task-oriented, but know that people and relationships cannot be ignored. You may get caught up in getting things done, but you make up for that by taking time to nurture close relationships.

PERSISTING -

Good



You are a strong, steady worker who wants to do quality work. Sometimes you may begin to look at other alternatives to completing a project when the going starts getting rough. Remember not to quit nor lose focus on what you have started.

CREATING -

Above Average



You like to use your creativity to refine and perfect the basic concepts that other team members develop. You can oversee and help to keep accountability in areas where other team members may be more inclined to compromise.

DIRECTING -

Above Average



Quality work and meeting tight deadlines are only two of your strengths others see. You may appear a bit task-oriented at times, but your attention to detail and your inner drive allow others to respect you and see the great value you add to the team. Take time to let others get to know you. They like you for a person as well as what you do for them.

DETAILING -

Good



Others appreciate it when you take the time to make sure the little things get done. You may have a tendency to start at a quick pace but not complete the task. Remember the necessity of the paperwork and details so that you may add value to your other stronger traits.

PROCESSING -

Good



You can take an idea or a project and follow through from start to finish. While you prefer changing roles and responsibilities, you will stick to a routine that is necessary to fulfill a need.

INFLUENCING -

Above Average



You are always considered when a leader is needed. You have great strengths, and possess wonderful insight into systems and people. Others are willing to follow you because of your charisma and enthusiasm. While sometimes seeming a bit assertive, your optimism and warmth soon have others remembering how important you are to the team.