D Behavioral Selling Skills D

Dominant/Driver/Choleric (Using DISC Model) **Dominant**

Step A: Know Yourself: "D" Salesperson

- Results oriented (task)
- Wants to close fast
- Argumentative
- May try to overpower the person
- Likes to win
- May not follow up properly
- May be unprepared
- Can handle several customers at once

Step B: Read the Person You are Speaking With:

Extroverted	Introverted
Friendly =I	Cooperative =S
Direct = D	Analytical =C

Behavioral Style Match (BSM):

1=Excellent	3=Fair
2=Good	4=Poor

Step C: Use This Chart, When You Are Selling To:

"D"	BSM=2	"S"	BSM=3
"D" is looking for: Results		**"S" is looking for: Security**	
• Be direct • Give alternatives • Make sure you let them win (make sure you win, too) • Disagree with facts • Enjoy the "combat" (good match) • Don't try to build a friendship • Do not dictate to them • Move quickly; they decide fast • Do not try to overpower them		• Slow down presentation • Build trust • People focus • Give them the facts they need • Logical presentation • Get "little" agreements • Listen carefully • Show sincerity in presentation • Don't control or dominate • Do not close fast	
Green	**New Products**	**Blue**	**Traditional Products**
"I"	**BSM=2**	**"C"**	**BSM=4**
"I" is looking for: The "Experience"		**"C" is looking for: Information**	
• Be personal, friendly • Slow down, take time • Joke around and have fun • Allow them to talk • Provide recognition • Don't talk down to them • Talk about people • Follow up often		• Give them the data • Do not touch • Be patient, slow • Use flyers with data • Give more info then you'd like • Keep control • Do not talk personally • Do not be pushy	
Red	**Showy Products**	**Yellow**	**Proven Products**

Behavioral Selling Skills

Influencer/Expressive/Sanguine (Using DISC Model) **Influencer**

Step A: Know Yourself: "I" Salesperson

- Social
- People-oriented lack of attention to details
- May over-promise
- May be "too talkative"
- May close too slowly, or not at all
- Enthusiastic
- Wordy, nonlogical presentation

Step B: Read the Person You are Speaking With:

Extroverted	Introverted
Friendly-I	Cooperative=S
Direct=D	Analytical=C

Behavioral Style Match (BSM):

1=Excellent	3=Fair
2=Good	4=Poor

Step C: Use This Chart, When You Are Selling To:

"D" BSM=2

"D" is looking for: Results

- Do not touch
- Stay business-like
- Be direct and to the point
- Do not over-promise
- Do not joke
- Let them win (you win also)
- Confidently close, not allowing them to over-power you

Green **New Products**

"S" BSM=3

"S" is looking for: Security

- Give them the facts
- Slow down
- Be friendly, personal and earn their trust
- Provide assurances of your promises
- Get "little" agreements
- Let them talk; you ask questions
- Take necessary time before closing
- Follow up after the sale

Blue **Traditional Products**

"I" BSM=2

"I" is looking for: The "Experience"

- Have fun
- Don't waste too much time talking
- Make sure you close
- Give them the recognition
- Let them talk more than you

Red **Showy Products**

"C" BSM=4

"C" is looking for: Information

- Keep your distance
- Do not touch
- Give them the facts, figures and proof
- Do not waste time
- Do not be personal
- Be friendly and direct
- Answer all questions, then close
- Be concerned with details

Yellow **Proven Products**

S Behavioral Selling Skills S

Steadiness/Amiable/Phlegmatic (Using DISC Model) — **Steadiness**

Step A: Know Yourself: "S" Salesperson

- Natural salesperson, personable
- Steady and dependable
- Easily discouraged, low confidence
- Great on follow-through (may over-service)
- May give away $$ under pressure
- More enthusiasm may be needed
- May over use facts
- May wait too long to close

Step B: Read the Person You are Speaking With:

Extroverted	Introverted
Friendly-I	Cooperative=S
Direct=D	Analytical=C

Behavioral Style Match (BSM):

1=Excellent	3=Fair
2=Good	4=Poor

Step C: Use This Chart, When You Are Selling To:

"D" — BSM=3

"D" is looking for: Results

- Be confident; don't be intimidated
- Close sooner than normal
- Disagree with facts, not person
- Do not be overpowered by them
- Let them win (you win, too)
- Move faster than normal
- Come on as strong as "D" is, but friendly

Green — **New Products**

"S" — BSM=1

"S" is looking for: Security

- Give them the facts
- Provide assurances they need
- Be yourself
- Close when you feel you have their trust
- Assure them of the right decision
- Introduce them to managers, service managers, etc.
- Follow up after sale

Blue — **Traditional Products**

"I" — BSM=2

"I" is looking for: The "Experience"

- Allow them to talk, but keep focus
- Minimal product knowledge
- Provide follow-up
- Give recognition
- Listen to their stories
- Have fun with them
- "Jump" to close when ready

Red — **Showy Products**

"C" — BSM=1

"C" is looking for: Information

- Answer questions with facts
- Do not be too personal
- Be direct and friendly
- Do not touch
- Give them their space
- Do not fear their skeptical nature
- Follow through on details
- Give information, then close

Yellow — **Proven Products**

C Behavioral Selling Skills C

Compliance/Analytical/Melancholic (Using DISC Model) **Compliance**

Step A: Know Yourself: "C" Salesperson

- Knows data
- May over use data, over-evaluate
- Needs more enthusiasm
- May have trouble selling products below their own standards
- Well organized
- Good service
- Analysis paralysis

Step B: Read the Person You are Speaking With:

Extroverted	Introverted
Friendly =I	Cooperative =S
Direct = D	Analytical =C

Behavioral Style Match (BSM):

1=Excellent	3=Fair
2=Good	4=Poor

Step C: Use This Chart, When You Are Selling To:

"D" BSM=4

"D" is looking for: Results

- Touch high points of facts and figures
- Do not "over-data"
- Move quickly
- Be brief, to the point
- Satisfy their strong ego
- Allow them to "win" (you win, too)

Green **New Products**

"S" BSM=1

"S" is looking for: Security

- Move slowly
- Provide facts & figures
- Do not over-control, be too pushy
- Provide assurances
- Develop trust
- Focus on reliability and service
- Pers-onal talk allowed

Blue **Traditional Products**

"I" BSM=4

"I" is looking for: The "Experience"

- People focus, friendly & fun
- Listen to them as they talk
- Ask questions
- Show excitement about products
- Close earlier than normal

Red **Showy Products**

"C" BSM=1

"C" is looking for: Information

- Give data
- Remain in control
- Examine positives and negatives
- Close earlier than you would expect
- Follow through on promises
- Provide evidence

Yellow **Proven Products**

Body Language

Salesperson "Do's"

- Relax position, lean back in chair
- Maintain friendly eye contact
- Nod your head in agreement
- Pause before answering a question or objection
- Sit closer to "I" and "S," sit across from "D" and "C"
- If standing: Move around, gesture, open arms
- Give more space to "D" and "C"
- Use forearm or back touch with "I" and "S"
- Raise & lower your voice for effect
- Frown thoughtfully

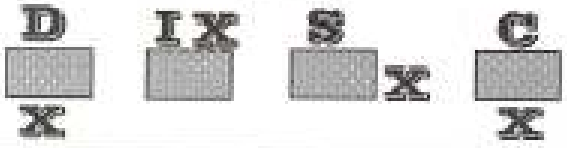
Salesperson "Don'ts"

- Close arms in front of you
- Perch on your chair
- Touch "D" or "C"
- Jingle coins or doodle with things
- Twist ear or stroke chin
- Tug nose
- Sit across from the "I" and "S"
- Ignore any female prospect

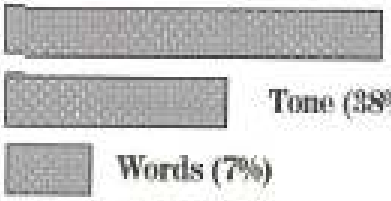
Buyer's Eye Language: Emotionally-charged person blinks more

Seating Positions & DISC

X = Salesperson = Desk



How People Communicate



Buying Signals

- Bites lip/furrows brow
- Calls friend for advice
- Rubs chin
- Handles contract
- Scratches head
- Taps with pen
- Half closes eyes

"I'm defensive."

- Arms crossed
- Face Drawn
- Body rigid and tight
- Leaning back

"I disagree."

- Set jaw
- Shaking head side to side
- Narrowed eyes

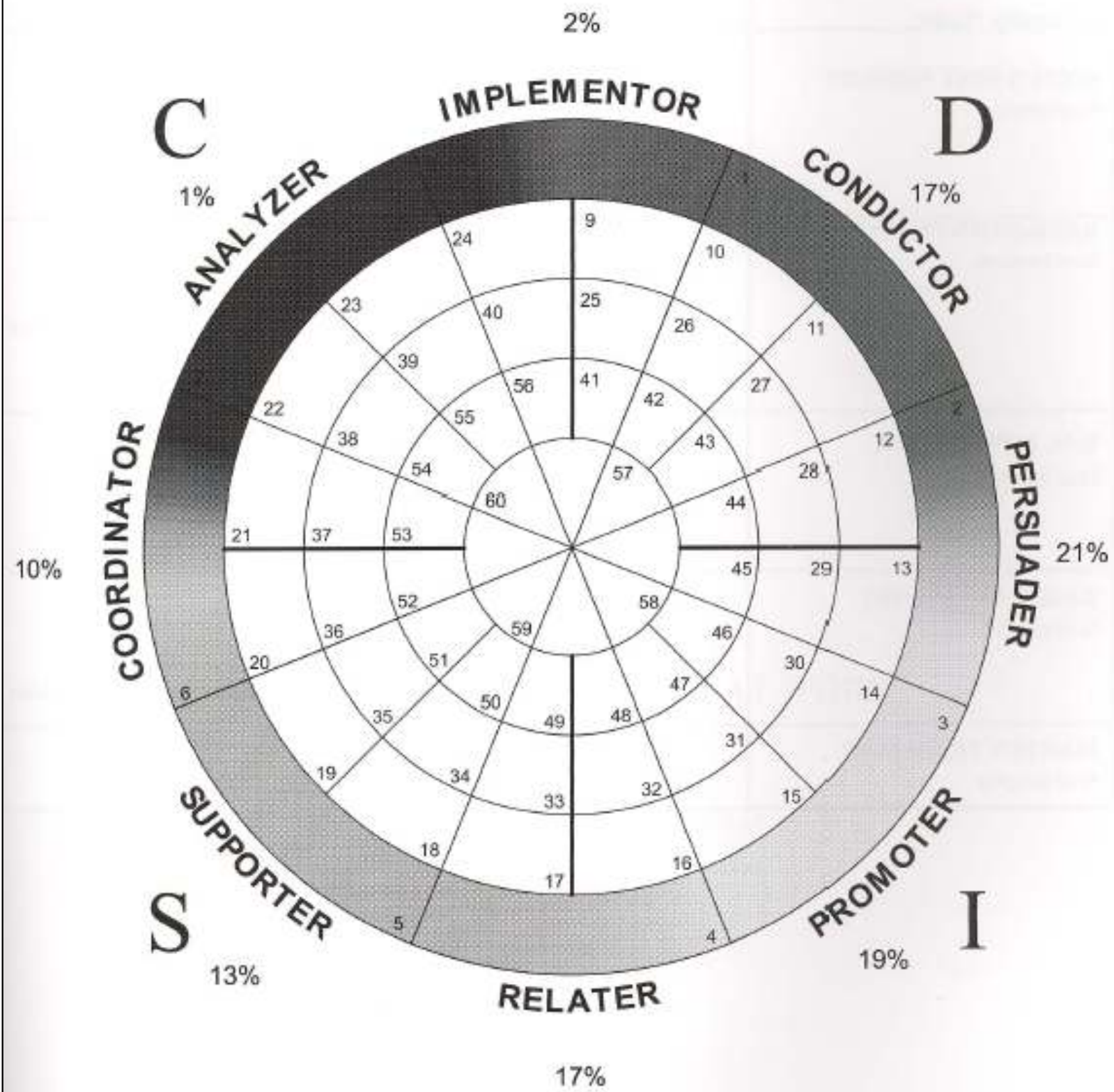
"I'm losing interest."

- Broken eye contact Looking around
- Slouching in chair
- Checking watch
- Changing posture
- Turning away body 45°-90°
- Sighing

"You are too close."

- Body block
- Physical retreat
- Leg swinging or tapping
- Crossed legs away from you
- Broken eye contact

SUCCESS INSIGHTS® WHEEL



US
N=178

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KEYS TO MOTIVATING

No matter where you work or what your job is, you are always creating a motivational environment for others. To help empower yourself and others for high performance, the following are keys to motivating:

A person who is ambitious, forceful, decisive, strong-willed, independent and goal oriented wants:

- ❑ Power and authority to achieve results.
- ❑ Prestige, position and titles.
- ❑ Freedom from controls, supervision and details.
- ❑ Opportunity for rapid advancement.

A person who is magnetic, enthusiastic, friendly, demonstrative and political wants:

- ❑ Popularity and social recognition.
- ❑ Freedom of speech and people to talk to.
- ❑ Favorable working conditions.
- ❑ Freedom from control and detail.

A person who is patient, predictable, reliable, steady, relaxed and modest wants:

- ❑ Status quo.
- ❑ Long time to adjust to change.
- ❑ Sincerity.
- ❑ Recognition for dedicated service.

A person who is dependent, neat, conservative, perfectionalist, careful and compliant wants:

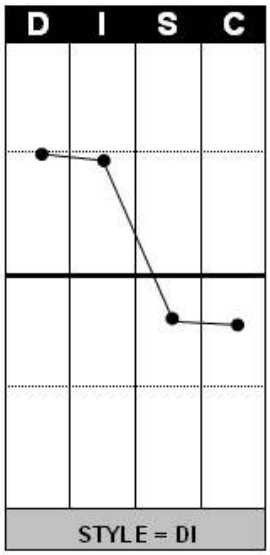
- ❑ Standard operating procedures.
- ❑ Reassurance that they are doing a good job.
- ❑ Limited exposure.
- ❑ Personal attention.

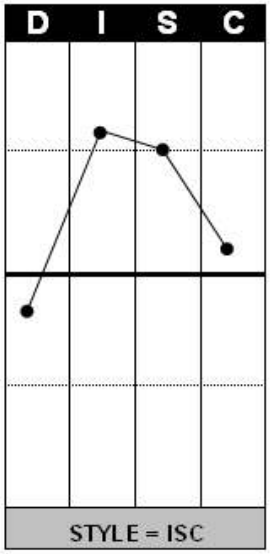
Missing Person's Report

Standard Missing Person's Report for a Lead Buyer Specialist

Missing Person's Report – Lead Buyer Specialist

Behavior

DISC	Additional Behavior Requirements
Recommended Graph:  	**Assertiveness**: Very Important ☒ Important ☐ Less/Non-important ☐ **Thoroughness**: Very Important ☒ Important ☐ Less/Non-important ☐ **Urgency**: Very Important ☒ Important ☐ Less/Non-important ☐ **Cautiousness**: Very Important ☐ Important ☐ Less/Non-important ☒ **Sociability**: Very Important ☒ Important ☐ Less/Non-important ☐ **Accommodation**: Very Important ☐ Important ☒ Less/Non-important ☐ **Flexibility**: Very Important ☐ Important ☒ Less/Non-important ☐ **Risk Taking**: Very Important ☒ Important ☐ Less/Non-important ☐ **Self-Structure**: Very Important ☒ Important ☐ Less/Non-important ☐

DISC (continued)	Additional Behavior Requirements (continued)
Alternative Graph*:  * If they are outstanding and motivated.	**Assertiveness**: Very Important ☒ Important ☐ Less/Non-important ☐ **Thoroughness**: Very Important ☒ Important ☐ Less/Non-important ☐ **Urgency**: Very Important ☒ Important ☐ Less/Non-important ☐ **Cautiousness**: Very Important ☐ Important ☒ Less/Non-important ☐ **Sociability**: Very Important ☒ Important ☐ Less/Non-important ☐ **Accommodation**: Very Important ☐ Important ☒ Less/Non-important ☐ **Flexibility**: Very Important ☐ Important ☒ Less/Non-important ☐ **Risk Taking**: Very Important ☒ Important ☐ Less/Non-important ☐ **Self-Structure**: Very Important ☒ Important ☐ Less/Non-important ☐

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Missing Person's Report

Standard Missing Person's Report for a Lead Buyer Specialist (continued)

Missing Person's Report – Lead Buyer Specialist (continued)

Behavior (continued)

A Deeper Look

Level of Assertiveness

- ☒ Take risks and face challenges
- ☐ Be cautious and/or non-confrontational
- ☒ Proactively handle challenging people/situations
- ☐ Comfort following the lead of others
- ☒ An assertive, take-charge attitude
- ☐ An accommodating, supportive attitude

Pace

- ☒ Quick reaction, strong sense of urgency
- ☐ Persistence, strong follow-up skills
- ☒ Multi-tasking and comfortable with change
- ☐ Comfort with routine, predictable tasks
- ☒ Fast, demanding pace
- ☐ Relaxed, steady, methodical pace

Communication Style

- ☒ Use emotion/charm to convince
- ☐ Use proof/facts to convince
- ☒ High level of empathy and consideration
- ☐ High level of objectivity and impartiality
- ☒ Establishing/nurturing personal relationships
- ☐ Working with facts & technical information

Need for structure

- ☒ Independent decision making
- ☐ Seeks guidance when making decisions
- ☒ Being self-sufficient and self-directed
- ☐ Being cooperative and working "by the book"
- ☒ "Big picture" focus
- ☐ Strong attention to detail

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Missing Person's Report

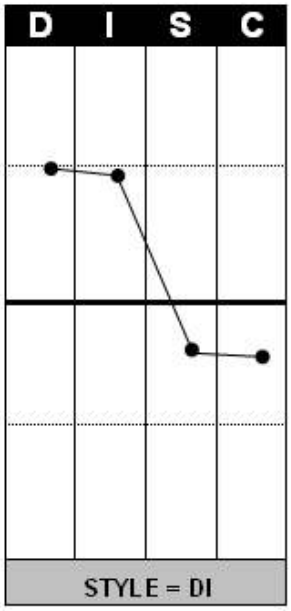
Standard Missing Person's Report for a Lead Listing Specialist

Missing Person's Report – Lead Listing Specialist

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Recommended Graph:



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Missing Person's Report

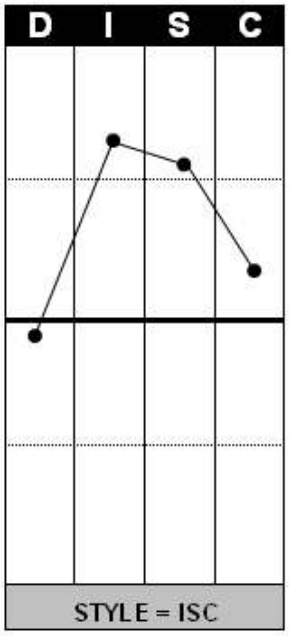
Standard Missing Person's Report for a Marketing & Administrative Manager

Missing Person's Report – Marketing & Administrative Manager

Behavior

DISC	Additional Behavior Requirements

Recommended Graph:



Assertiveness:
Very Important ☒ Important ☐ Less/Non-important ☐

Thoroughness:
Very Important ☒ Important ☐ Less/Non-important ☐

Urgency:
Very Important ☒ Important ☐ Less/Non-important ☐

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Risk Taking:
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Self-Structure:
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A Deeper Look

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