D

Director
WHAT?

Want to
make money,
save time,
be more efficient

Be short and
to the point—
closed questions

SEEKS:
Productivity,
bottom line

FEARS:
Being taken
advantage of

I

SOCIALIZER
WHO?

**WANT TO HAVE FUN,
TALK ABOUT
THEMSELVES**

**ADD HUMOR;
DON'T LABOR
ON DETAILS**

**SEEKS:
RECOGNITION,
FUN**

**FEARS:
LOSS OF
PRESTIGE**

S

Supporter
WHY?

Want security,
safety,
sense of belonging

Ask for their
opinion & feelings—
open-ended questions

SEEKS:
Acceptance

FEARS:
Sudden change

C

Thinker
HOW?

Want practicality,
logic, fairness,
systematic approach

Give facts,
documentation,
data, printouts

SEEKS:
Accuracy

FEARS:
Criticism of work

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Sample Price Feedback E-mails Written for the D-I-S-C Personalities

Scenario:
You have a property listed that's been on the market for nearly thirty days, has had twenty showings, and received no offers. Your goal is to share information with the seller that will help get you the price reduction you know you need, to the price you originally suggested to them during the listing, where the home will sell.

To a D Personality:
Mr./Ms. Seller, we've had plenty of showings and no offers. I told you during the listing what we need to do. It's time to get the price where it has to be if you want to sell.

To an I Personality:
Mr./Ms. Seller, oh my gosh, so many agents have brought clients through to look at your awesome home! They love the back yard and the open kitchen. The only problem is, nobody's buying it! I know it's no fun to hear, but I really think it's time we get that price adjusted so that one of these fantastic families will scoop it up! Let's chat.

To an S Personality:
Mr./Ms. Seller, I know it's been stressful for you to have so many people coming through your home this first month, considering it and then ultimately walking away. It's disruptive for your whole family, and it's not helping to get you where you want to be. Why don't you take the evening to consider what the number is that you can tolerate in order to move on with your lives, and we'll visit tomorrow and come up with a solution. How does that feel to you?

To a C Personality:
Mr./Ms. Seller, in the twenty-seven days we've been on the market you've had twenty showings and zero offers. As you'll recall from the listing appointment, the National Association of REALTORS states that if the property receives eight to twelve showings without an offer being written, then the price needs to be corrected. Attached are all of the properties that have sold in the last ninety days. Please review tonight so that we can discuss them tomorrow and come to a conclusion on a new price for your property. Would 10:30 a.m. or 3:00 p.m. work better for you?

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Marketing Checklist for the D-I-S-C Personalities

To a D Personality:

____ Table of Contents (items of considerable length, like your Pre-Listing Package or Your Buyer Book, need to help the D get straight to the information he/she wants)

____ Bullet items (D's want to read the highlights, not the whole paragraph.)

To an I Personality:

____ Color and images (the I is very visual, and easily distracted from mundane things)

____ Testimonials (I's like to know who you know)

To an S Personality:

____ Testimonials (the S wants to relate to others, and finds comfort in the words of other people who have grown to trust you)

____ Risk-free guarantees (Easy-Exit Listing Agreement, for example)

To a C Personality:

____ Accuracy (get someone with professional skill to proof all of your print materials)

____ Current data (C's are looking to verify what you're telling them; provide all of the support documentation)

____ Charts can appeal to multiple personality types; the D likes the quick representation of data, the I likes the graphic, the C likes the data itself

____ Pictures of your clients appeal to both the S and the I; for the S, it helps him or her connect with you and your service; for the I, he or she is looking to see who you know!

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