

# Primary Care/Specialty

Advanced Selling Skills Workshop



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## Participant Workbook



## Primary Care/Specialty

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## Introduction

Welcome to the DiSC® Selling Skills Workshop. By completing this workshop, you will have an opportunity to achieve two sets of goals.

### **SELF GOALS:**

- To identify and understand your individual DiSC® style
- To identify your unique contribution to the team

### **CUSTOMER GOALS:**

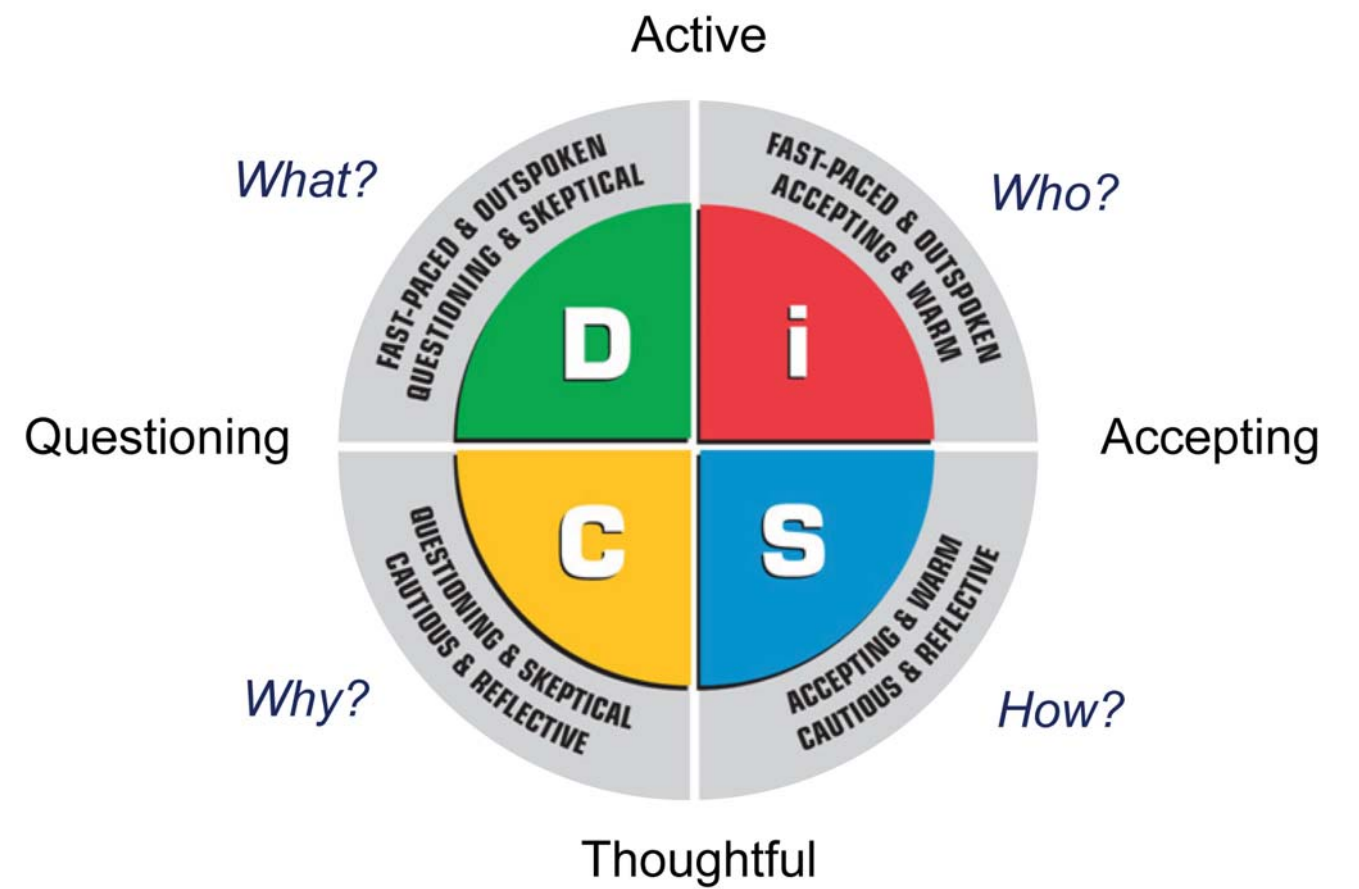
- To gain an understanding of DiSC® decision/buying styles
- To develop an influence strategy with key customers



## Notes

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, typical of notebook or legal stationery. The paper is otherwise completely empty, with no text, markings, or illustrations.

## DiSC® Model



Selling Strengths and Challenges

List your strengths and challenges as a salesperson.

Selling Strengths	Selling Challenges
Strength Example 1	Challenge Example 1
Strength Example 2	Challenge Example 2
Strength Example 3	Challenge Example 3

Customer Interaction Plan Continued

Step 2: Plan the Interaction

Choose one of your customer’s priorities to focus on and answer the questions below to create a plan for a successful selling interaction.

What steps can you take to address your customer’s expectations in this area?

How might you rephrase or reposition your typical delivery to be more compatible with this priority?

What resources or options do you have for trying to address their expectations?

How and when can you practice meeting this priority?

How might you solicit feedback on how well you are meeting their priorities?

Customer Interaction Plan

Step 1: Consider Your Customer’s Priorities

Your customer’s buying style: \_\_\_\_\_

Your customer’s priorities: \_\_\_\_\_

If these priorities are different from your own:

- Which of the priorities come least naturally to you?
- Which of the priorities are the closest to yours or most natural to you?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you share the same priorities, what might be the source of your challenges?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How might your awareness of the differences or similarities in your priorities affect your relationship?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Customer Influence Objectives

The following objectives support the use of DiSC® to better understand customer buying behaviors and influence their decisions:

- Understand the different decision/buying styles of customers
- Discover what motivates customers by pinpointing similarities and differences
- Understand how to adapt your style to the customer’s style
- Focus on one customer at a time



## Customer Expectations

In the center column, list everything your customers expect when they work with you. Thinking about DiSC® styles, what trends do you notice in these expectations and buying preferences?

[illegible]

## Everything DiSC® Customer Style Tips

Use the style tips below to role-play your partner's customer.

<p><b>D – Dominance Buying Style</b></p>	<p><b>i – Influence Buying Style</b></p>
<p>As a customer:</p> <ul style="list-style-type: none"> <li>▪ Speak with a faster pace.</li> <li>▪ Be direct, even blunt, with questions and concerns.</li> <li>▪ Be quick to make decisions and respond.</li> <li>▪ Show impatience with too many details.</li> <li>▪ Ask questions about the bottom line.</li> <li>▪ Look for immediate results.</li> <li>▪ Challenge salesperson's ability to deliver on claims.</li> </ul>	<p>As a customer:</p> <ul style="list-style-type: none"> <li>▪ Speak with a faster pace.</li> <li>▪ Be warm, friendly, and energetic.</li> <li>▪ Show enthusiasm and optimism.</li> <li>▪ Talk about yourself and your experiences.</li> <li>▪ Show little interest in too many details.</li> <li>▪ Ask how the product/service will affect other people.</li> <li>▪ Look for recognition.</li> </ul>
<p><b>C – Conscientiousness Buying Style</b></p>	<p><b>S – Steadiness Buying Style</b></p>
<p>As a customer:</p> <ul style="list-style-type: none"> <li>▪ Speak with a slower pace.</li> <li>▪ Focus on quality and detailed information.</li> <li>▪ Be analytical and methodical in your questions and decision-making.</li> <li>▪ Be reflective and skeptical.</li> <li>▪ Ask for evidence to back up claims.</li> <li>▪ Look for performance dependability.</li> <li>▪ Look for evidence of salesperson's expertise.</li> </ul>	<p>As a customer:</p> <ul style="list-style-type: none"> <li>▪ Speak with a slower pace.</li> <li>▪ Be more of a listener than a talker.</li> <li>▪ Be warm and sincere.</li> <li>▪ Show indecisiveness and reluctance to change.</li> <li>▪ Focus on procedures for doing things.</li> <li>▪ Ask questions for clarification.</li> <li>▪ Ask questions about dependability, stability, and guarantees.</li> <li>▪ Look for reassurance.</li> </ul>

## Notes

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Adapting to Your Customer



Your customer’s buying style:

\_\_\_\_\_

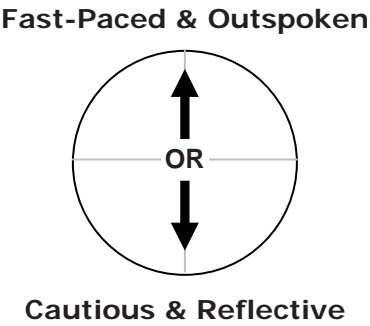
As you read your feedback on strategies for working with this customer, write down key statements you could use or actions you might take.

What was easy for you to adapt to? What did you find difficult?

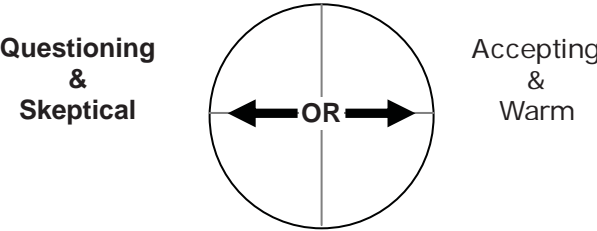
Write down ideas you receive from the feedback discussions.

Customer Mapping Guide

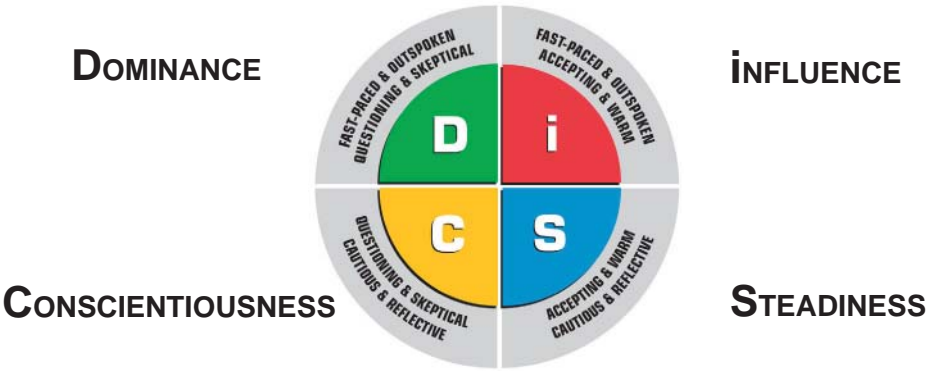
1. First, think about a key customer. Consider whether this person tends to be more:



2. Then, consider whether this customer also tends to be more:



3. Now, combine your customer’s tendencies to determine his or her DiSC® buying style.



Customer Mapping Scenarios

**Directions:**  
Using the Customer Mapping Guide on the previous page, watch each scenario and determine which DiSC® style is most descriptive of the behaviors displayed by the customer. Be prepared to discuss your responses.

Scenario 1:

Scenario 2:

Scenario 3:

Scenario 4:

Scenario 5:

Scenario 6:

Reflection on Style Mismatches

Write down two or three things that you've learned about mismatched DiSC® styles and priorities.



How will you use this knowledge about mismatches to improve your selling approach with customers?

Discuss with a partner what you might do differently in the future because of what you have learned. Capture your notes from your discussion below.



Identifying Style Mismatches

Sales Rep's C behaviors:



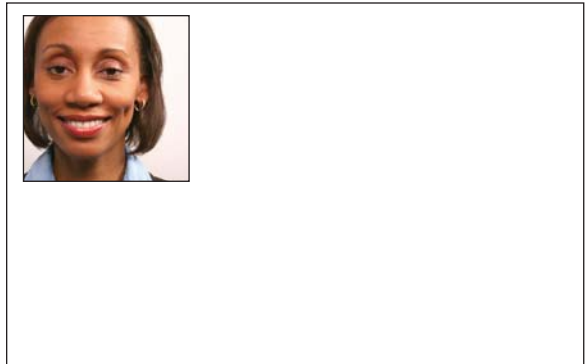
Customer's cues that are being ignored or overlooked:



**D Priorities**  
Results  
Action  
Competency

What could the Sales Rep do to improve the situation?

Sales Rep's i behaviors:



Customer's cues that are being ignored or overlooked:



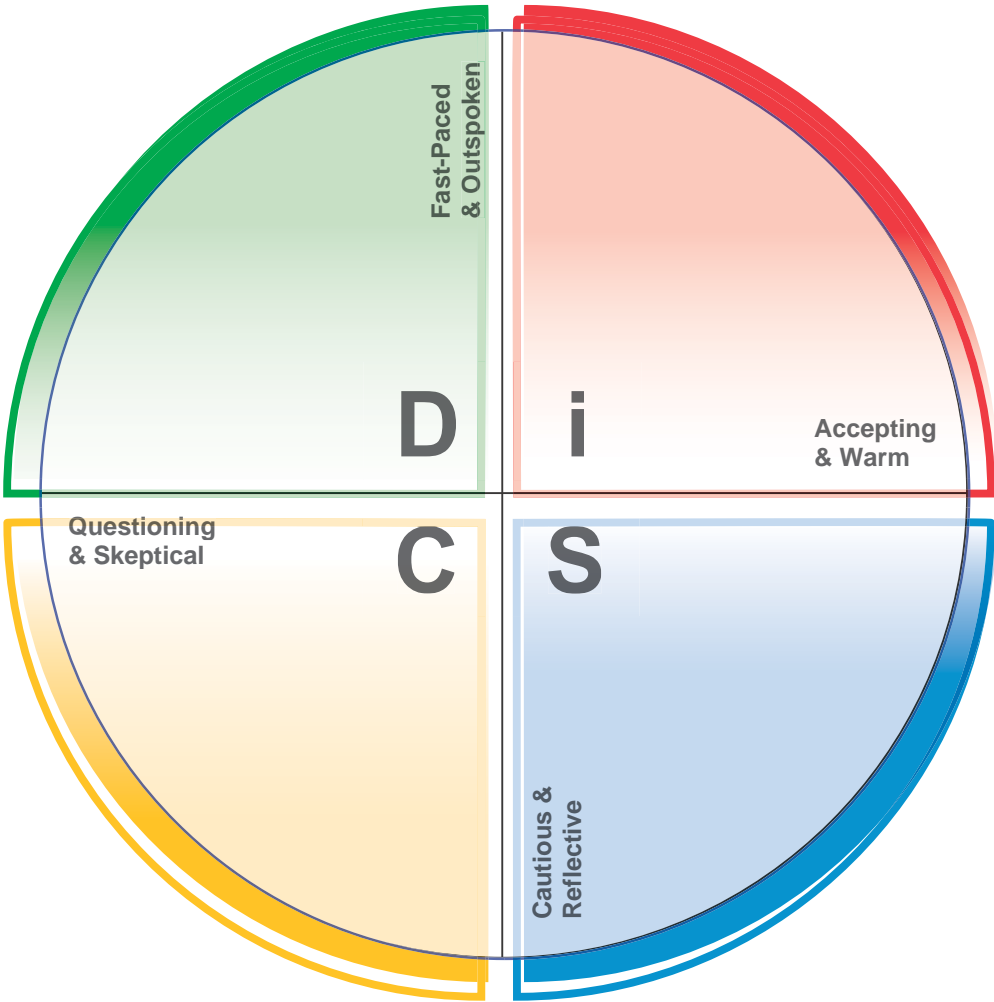
**C Priorities**  
Quality  
Competency  
Dependability

What could the Sales Rep do to improve the situation?

Mapping Your Customers

Make a list of your current customers by placing them on the DiSC® map according to their DiSC® style. Be sure to include the best and most difficult customers from the "Customer Expectations" handout.

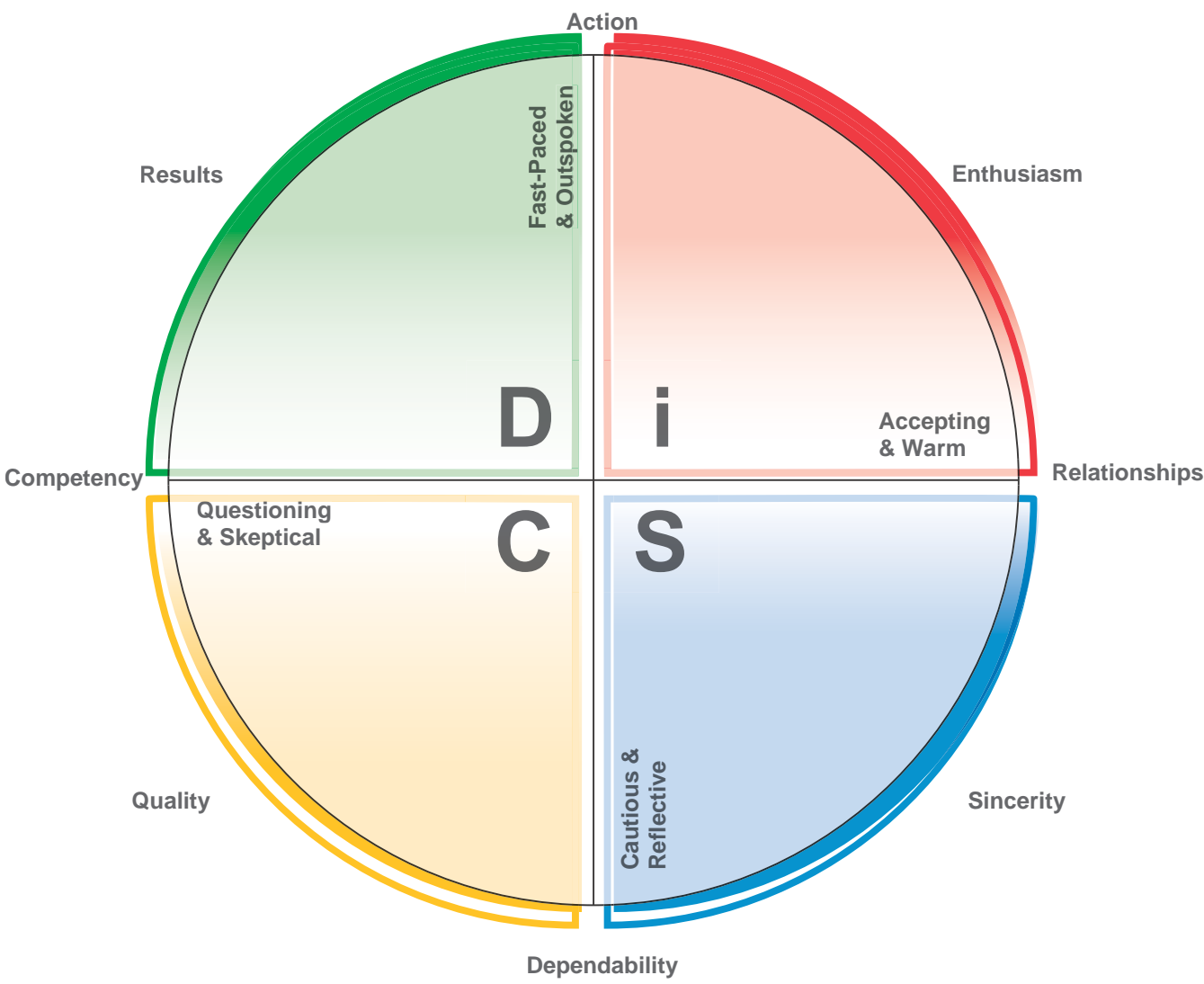
YOUR EVERYTHING DiSC® SALES MAP



What Drives Customer Behaviors

Based on where you placed your customers on the previous page, which drivers tend to influence your customers' behaviors the most? How will you need to adapt your style to address those behavioral drivers?

YOUR EVERYTHING DiSC® SALES MAP



Expectations and Priorities

Your **Best** Customer

Name: \_\_\_\_\_

Top Expectations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DiSC® Buying Style: \_\_\_\_\_

Buying Style Priorities:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which expectations fit with the priorities of this person's buying style? Which do not?

\_\_\_\_\_

\_\_\_\_\_

Using what you now know about this customer's buying styles and priorities, what other expectations do you think he or she may have that you hadn't been aware of before?

\_\_\_\_\_

\_\_\_\_\_

Your **Most Difficult** Customer

Name: \_\_\_\_\_

Top Expectations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DiSC® Buying Style: \_\_\_\_\_

Buying Style Priorities:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which expectations fit with the priorities of this person's buying style? Which do not?

\_\_\_\_\_

\_\_\_\_\_

Using what you now know about this customer's buying styles and priorities, what other expectations do you think he or she may have that you hadn't been aware of before?

\_\_\_\_\_

\_\_\_\_\_