

Understanding DiSC®

Customer Influence Approach and Strategy

Advanced Selling Skills

# Workshop Goals

## **SELF GOALS:**

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

## **CUSTOMER GOALS:**

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

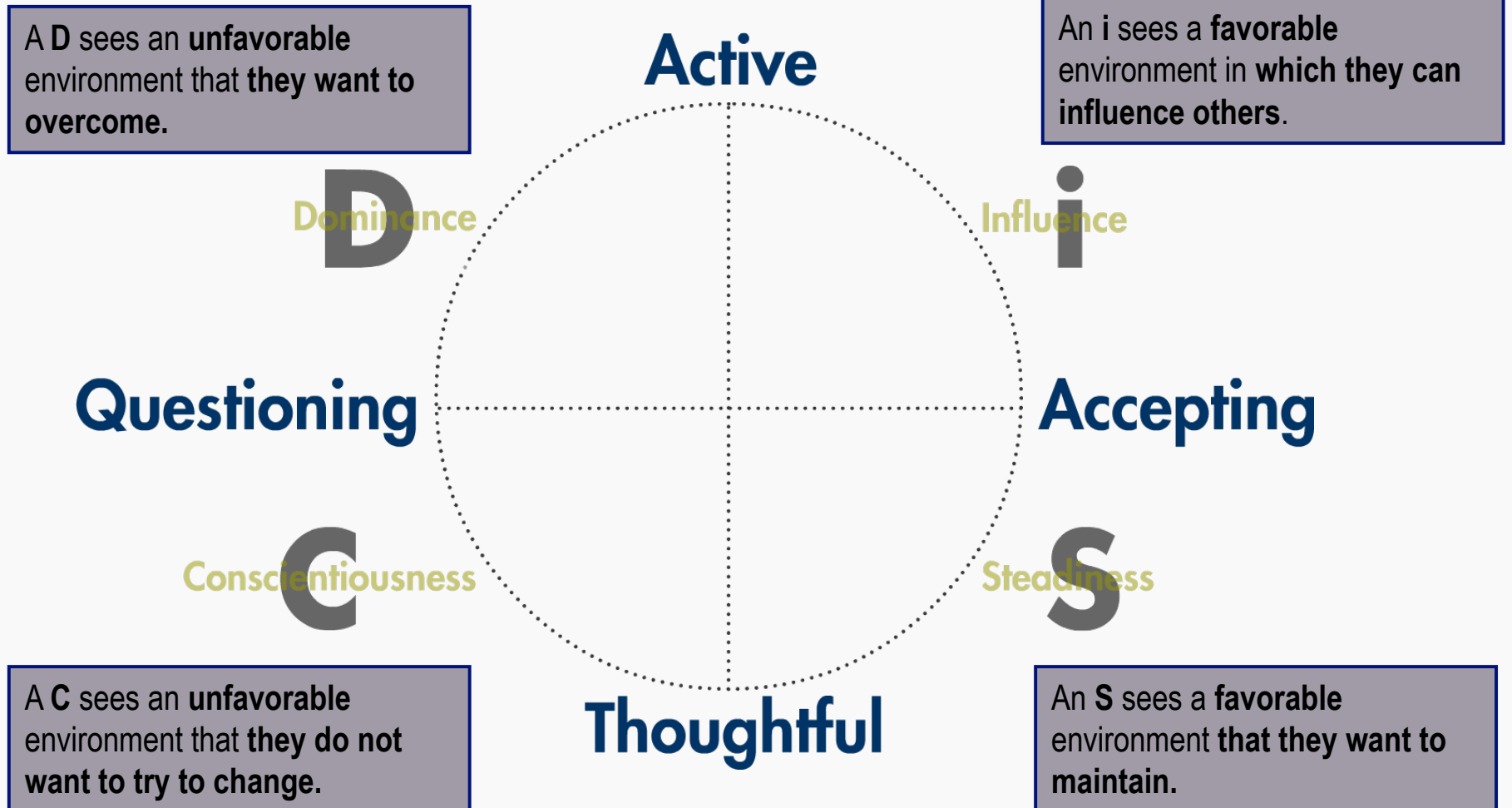


## Keep in Mind...

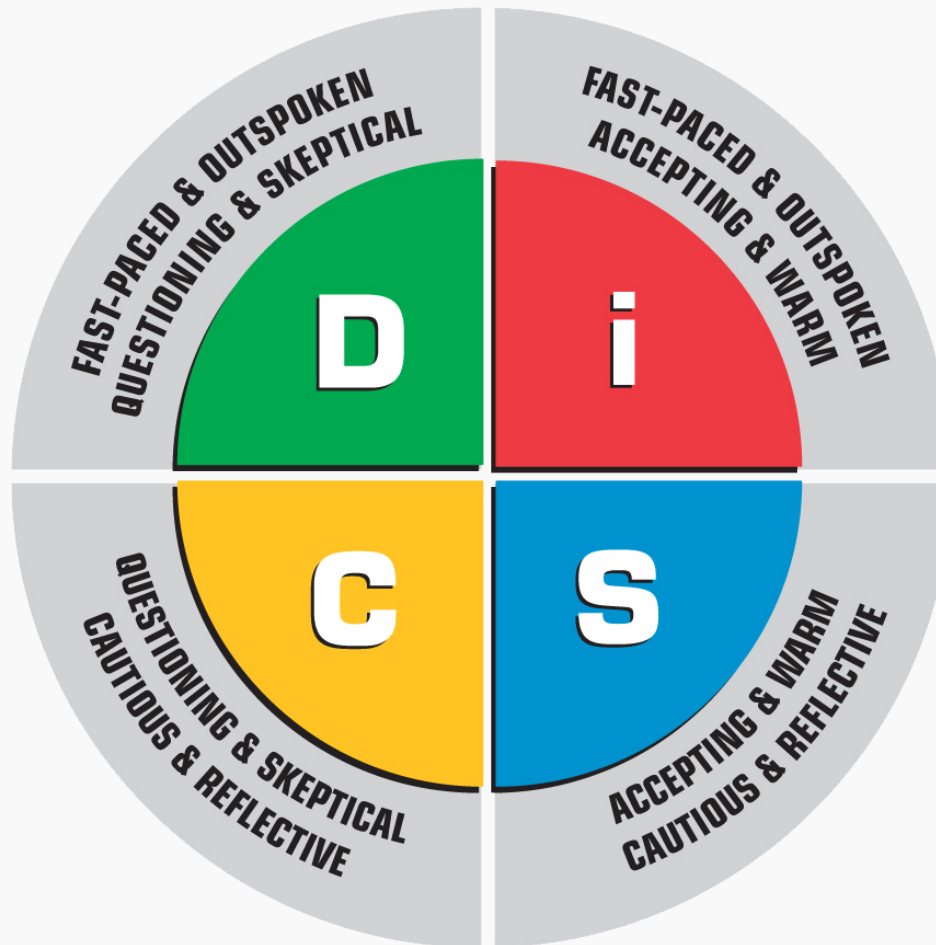
- DiSC® is not a test
- There are no good or bad results
- Profile identifies behavioral preferences
- DiSC® is not a label
- Provides a common language
- Everyone is a mixture of all styles



# Marston's Model



# The NEW DiSC<sup>®</sup> Model

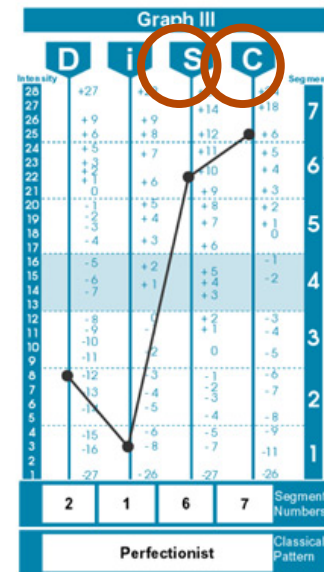


# Your DiSC® Graph

## Your DiSC® Graph DiSC® Classic 2.0

Section I

Below is your DiSC® Graph, which shows your scores on each of the DiSC® dimensions based on your responses. Each of the following interpretation stages is based on these scores. Read on to learn about your highest DiSC dimension(s), your potential strengths and weaknesses, and your Classical Profile Pattern.



# Discover Your DiSC® Style

## Stage I: Your Highest DiSC Dimension DiSC® Classic 2.0



- ✓ Sample, you are high in the Conscientiousness dimension. As a result, you most likely work steadily within the existing circumstances to ensure quality and accuracy.
- ✓ Those who are strong in Conscientiousness ("high C's") like to be precise and keep their focus on key details while working in an environment that values quality and accuracy. High C's like to be accurate and orderly, and they make decisions in an analytical way. They prefer to control factors that affect their performance and seek opportunities to demonstrate their expertise. They also like to be recognized for their skills and accomplishments.
- X High C's tend to be analytical thinkers who relish asking, "Why?" It's probably important for them to understand the parameters of a problem before they tackle it. ✓ Once the task is clear, people who are high in Conscientiousness tend to use a systematic approach to solve the problem. In all likelihood, their goal is to achieve superior results.
- ✓ Clearly defined performance expectations are critical for high C's, so they may try to avoid surprises and request specific feedback on how they are doing. X They may also crave a work atmosphere that is reserved and businesslike, and that gives them the time to do the careful planning that they prefer.
- ? When working with others, those high in Conscientiousness tend to be diplomatic and use an indirect approach to avoid conflict. ✓ Developing a higher tolerance for dissension could make them more effective. They may also find it helpful to have colleagues who are able to initiate and facilitate discussions, and to state controversial opinions.
- ✓ High C's often want to assure the accuracy of their work. In a fast-paced environment, however, their focus on maintaining such high standards can backfire. In this case, they may need colleagues who can provide quick decisions.
- X Because those high in Conscientiousness tend to adhere strictly to rules, they may be hampered when compromises become important to a successful outcome. They may benefit from working with those who view policies and procedures as guidelines rather than edicts.
- ✓ High C's tend to put a premium on accuracy, so they may often become overly critical when assessing co-workers. ✓ They may also be hesitant to delegate important tasks. It may help them to learn to respect others' personal worth as much as their accomplishments, thereby encouraging an atmosphere of teamwork.

### Conscientiousness (C)

Sample, your highest dimension(s) - based on your responses to your perceptions of the environment and the amount of control you feel you have in that environment - is Conscientiousness (C). Read the description of Conscientiousness and see how it fits with the way you see yourself. Then read about the other dimensions on page 14 to become familiar with them.

# Understanding Your Intensity Index

D	i	S	C
28 egocentric	28 enthusiastic	28 passive	28 perfectionist
27 direct	27 gregarious	27 patient	27 accurate
26 daring	26 persuasive	26 loyal	26 fact-finder
25 domineering	25 impulsive	25 predictable	25 diplomatic
24 demanding	24 emotional	24 team-person	24 systematic
23 forceful	23 self-promoting	23 serene	23 conventional
22 risk-taker	22 trusting	22 possessive	22 courteous
21 adventuresome	21 influential	21 complacent	21 careful
20 decisive	20 pleasant	20 inactive	20 restrained
19 inquisitive	19 sociable	19 relaxed	19 high standards
18 self-assured	18 generous	18 nondemonstrative	18 analytical
17 competitive	17 poised	17 deliberate	17 sensitive
16 quick	16 charming	16 amiable	16 mature
15 self-reliant	15 confident	15 stable	15 evasive
14 calculated risk-taker	14 convincing	14 mobile	14 "own person"
13 self-critical	13 observing	13 outgoing	13 self-righteous
12 unassuming	12 discriminating	12 alert	12 opinionated
11 self-effacing	11 reflective	11 eager	11 persistent
10 realistic	10 factual	10 critical	10 independent
9 weighs pros and cons	9 logical	9 discontented	9 rigid
8 meek	8 controlled	8 fidgety	8 firm
7 conservative	7 retiring	7 impetuous	7 stubborn
6 peaceful	6 suspicious	6 restless	6 arbitrary
5 mild	5 pessimistic	5 change-oriented	5 rebellious
4 quiet	4 aloof	4 fault-finding	4 defiant
3 unsure	3 withdrawn	3 spontaneous	3 obstinate
2 dependent	2 self-conscious	2 frustrated by status quo	2 tactless
1 modest	1 reticent	1 active	1 sarcastic



## Section I

### Stage II: Your Intensity Index

DISC® Classic 2.0

On the next four pages are explanations of the words that indicate your level of intensity for each DISC® dimension.

#### D Dimension

People with your score on the D Dimension may be generally described by the following adjectives. Circle those that you see as your strengths and highlight potential areas of challenge.

**Self-effacing:** Somewhat reserved and low-key in your manner, you may sometimes employ wit to alleviate tension when you are working with others. Being too laid-back has its drawbacks, though. It can cause others to not take you seriously and cost you respect among your colleagues.

**Realistic:** When you keep your feet firmly planted on the ground, you often filter out impractical ideas or bizarre suggestions, thus eliminating wasted effort. However, being too pragmatic can provoke mediocrity or uninspired work.

**Weights pros and cons:** Careful deliberation can produce stellar results. By measuring benefits against their potential costs, you may often pick the best option. But using this skill to excess can lead to indecision and anxiety.

**Meek:** You may often be viewed as a nonthreatening or amiable colleague, increasing the odds that you will not get caught up in power struggles or personal conflicts. The downside is that your ideas may not get the respect that they deserve.

**Conservative:** Upholding an organization's traditions ensures that orderly transitions can take place. But this concept can backfire if you thwart necessary change.

**Peaceful:** To seek a harmonious solution for most problems is an admirable goal. A calm presence can work wonders in group settings. However, if taken too far, a serene disposition can cause others to believe that you are less invested in ensuring a positive outcome.

**Mild:** This means that considerate, kindly behavior is often your modus operandi. Such an approach helps build team unity and increase morale. Still, crossing over into overly docile behavior will not help you or your organization.



## Dominance Dimension



**Emphasis:** Shaping the environment by overcoming opposition and challenge

**Tendencies:** Getting immediate results, taking action, accepting challenges

**Motivated by:** Challenge, power and authority, direct answers

**Fear:** Loss of control in their environment; being taken advantage of

**You will notice:** Self-confidence, directness, decisiveness, and risk-taking

**Limitations:** Lack of concern for others, impatience

# Influence Dimension

**Emphasis:** Shaping the environment by persuading and influencing others

**Tendencies:** Involvement with people, making favorable impressions

**Motivated by:** Social recognition, group activities, relationships

**Fear:** Social rejection, disapproval, loss of influence

**You will notice:** Enthusiasm, charm, sociability, and optimism

**Limitations:** Impulsiveness, disorganization, and lack of follow through



# Steadiness Dimension

**Emphasis:** Achieving stability, accomplishing tasks by cooperating with others

**Tendencies:** Calm, patient, loyal, good listeners

**Motivated by:** Infrequent change, stability, sincere appreciation, cooperation

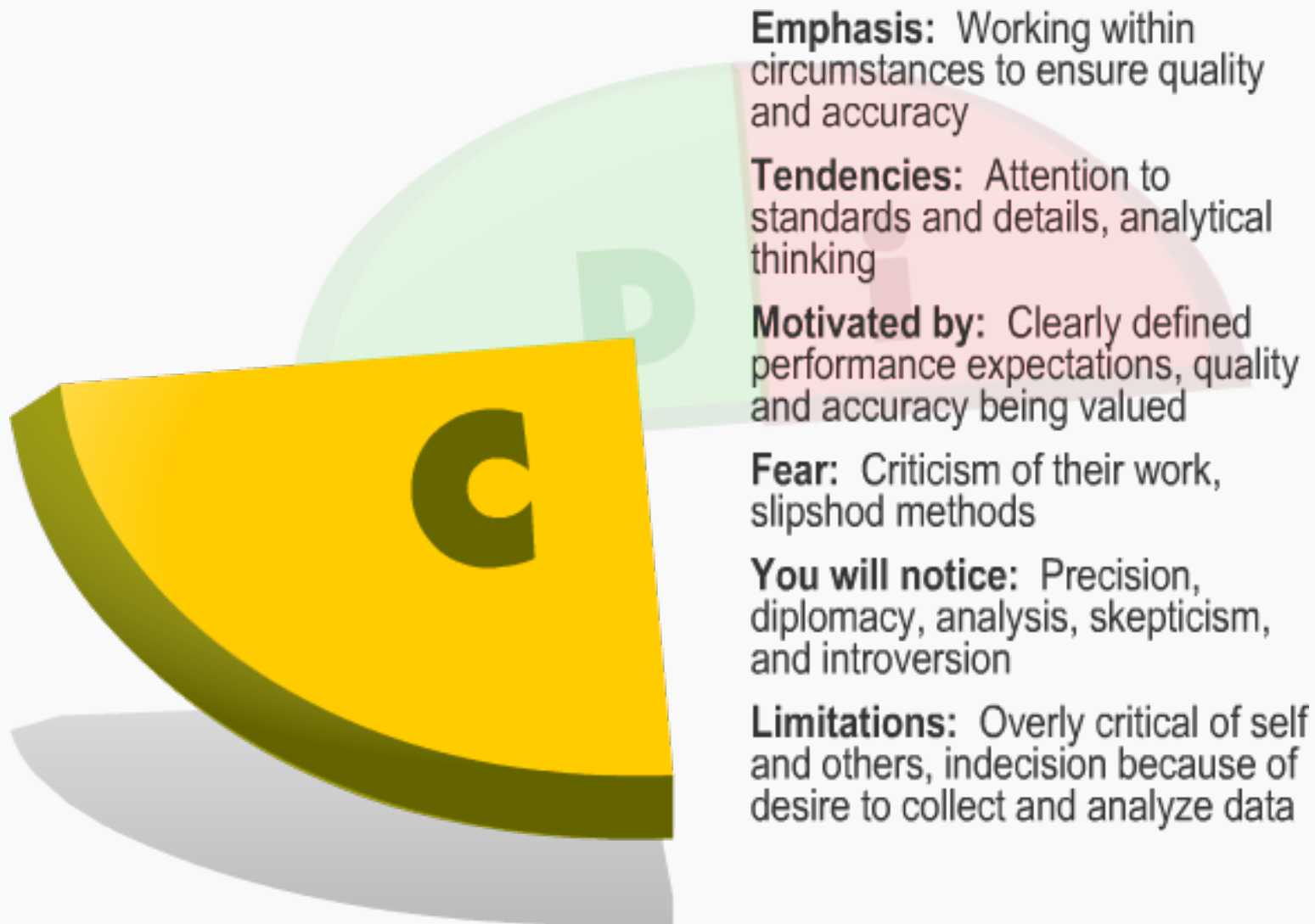
**Fear:** Loss of stability, the unknown, change, unpredictability

**You will notice:** Patience, a team orientation, stability, a systematic approach, and calmness

**Limitations:** Overly willing to give, putting their needs last



# Conscientiousness Dimension



**Emphasis:** Working within circumstances to ensure quality and accuracy

**Tendencies:** Attention to standards and details, analytical thinking

**Motivated by:** Clearly defined performance expectations, quality and accuracy being valued

**Fear:** Criticism of their work, slipshod methods

**You will notice:** Precision, diplomacy, analysis, skepticism, and introversion

**Limitations:** Overly critical of self and others, indecision because of desire to collect and analyze data