

Module 2: Understanding Your Buyer

One-Page Quick Reference - DISC Personality Framework

Core Concept

People buy based on emotion, then justify with logic. Understanding your buyer's personality type allows you to speak their language and connect on a deeper level.

The Three Buyer Motivations (Brian Tracy)

1. **Desire for Gain** - Want to improve, make money, save time, achieve goals
 2. **Fear of Loss** - Motivated to avoid losing what they have (FOMO is powerful)
 3. **Need for Approval** - Influenced by what others think (status, recognition, social proof)
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The Four DISC Personality Types

D - Dominant (Driver)

Characteristics: Direct, results-oriented, competitive, fast decision-maker

How They Buy: Quick decisions, want ROI and results, respond to challenges

How to Sell: - Be direct and brief - Focus on results: "You'll achieve...", "This gives you control..." - Present options, let them decide - Don't waste time with small talk

Example Prospect: Business owner, executive, entrepreneur

I - Influential (Expressive)

Characteristics: Enthusiastic, social, optimistic, relationship-focused

How They Buy: Emotional decisions, want to be liked, respond to testimonials

How to Sell: - Build rapport, be friendly and enthusiastic - Share success stories: "People love this...", "You'll be recognized for..." - Make it fun and exciting - Give them time to talk

Example Prospect: Marketing professional, real estate agent, salesperson

S - Steady (Amiable)

Characteristics: Patient, loyal, supportive, values stability

How They Buy: Slow, careful decisions, want guarantees and low risk

How to Sell: - Be patient and supportive - Emphasize stability: "This is proven...", "You'll have peace of mind..." - Provide references and testimonials - Don't rush or pressure them

Example Prospect: Long-term employee, teacher, healthcare worker

C - Conscientious (Analytical)

Characteristics: Precise, analytical, detail-oriented, logical

How They Buy: Very slow decisions, want data and proof, need all information

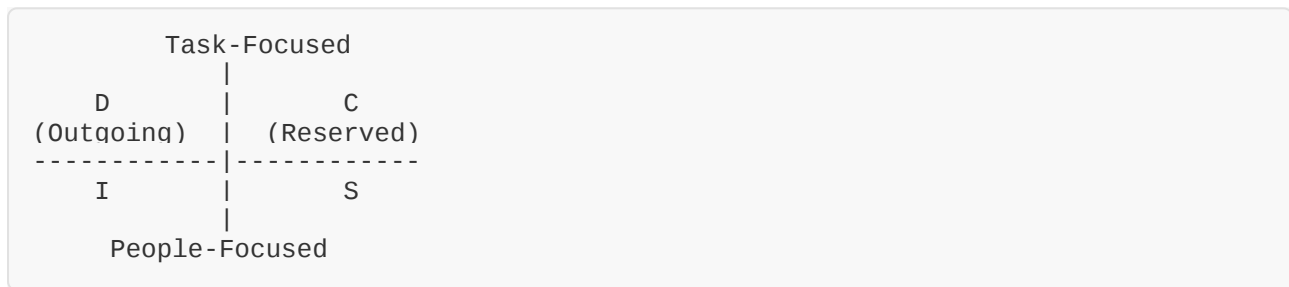
How to Sell: - Provide detailed documentation - Show data: "The data shows...", "According to research..." - Be prepared for technical questions - Give them time to analyze

Example Prospect: Engineer, accountant, researcher, attorney

Quick Identification Guide

Clue	Likely Type
"Cut to the chase, what's the bottom line?"	D - Dominant
Talks about people, relationships, excitement	I - Influential
"I need to think about it" / asks for references	S - Steady
Asks detailed questions, wants data/proof	C - Conscientious

The DISC Grid



Adapting Your Pitch - Example (DSCR Loan)

To D: "14-day funding, no income verification. Scale faster."

To I: "Investors love it! Hundreds of success stories. Easy process."

To S: "10-year proven track record. 98% satisfaction. I'll connect you with long-term clients."

To C: "Rates 7.5-9.5% based on credit/LTV. Here's the detailed underwriting criteria and comparison data."

This Week's Action Items

- ✓ Identify DISC type before each conversation
 - ✓ Adapt your approach to match their style
 - ✓ Journal which type and how you adapted
 - ✓ Complete DISC self-assessment
 - ✓ Successfully adapt to at least 10 prospects
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Remember

- **Flexibility is key** - Adapt your style to theirs
 - **Most people are blends** - Look for the dominant type
 - **It's not manipulation** - It's respectful communication
 - **Practice makes perfect** - You'll get better with each conversation
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Resources for Deeper Learning

Books: - "The Platinum Rule" by Tony Alessandra - "Personality Selling" by Merrick Rosenberg - "How to Win Friends and Influence People" by Dale Carnegie

Online: - Free DISC assessment: crystalknows.com - Video: "DISC Personality Types Explained" (YouTube)

Next Session: Module 3 - The Sales Process Framework (Building Your Personal Sales Playbook)

"Seek first to understand, then to be understood." - Stephen Covey

"The most important thing in communication is hearing what isn't said." - Peter Drucker