



My Style/Your Style: Secrets to Connecting With Customers of All Kinds

Presented by

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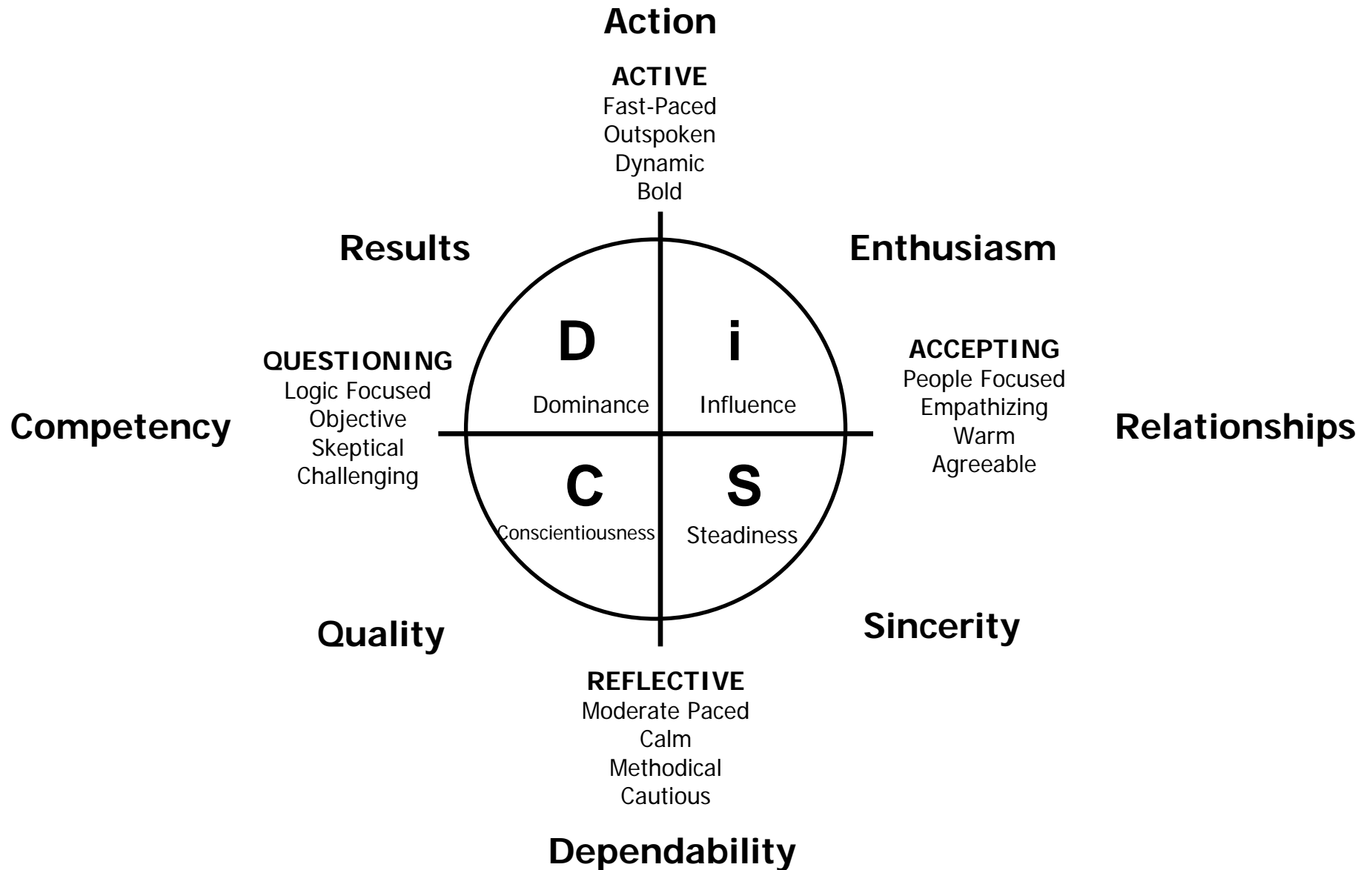
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Today's Agenda

- What are “behavioral styles” anyway?
- Why do they matter?
- What is my “selling style”?
- How does knowing *their* “buying style” help me?
- How can I tell what their buying style is?
- How can I use this knowledge to be more effective/
close more sales?

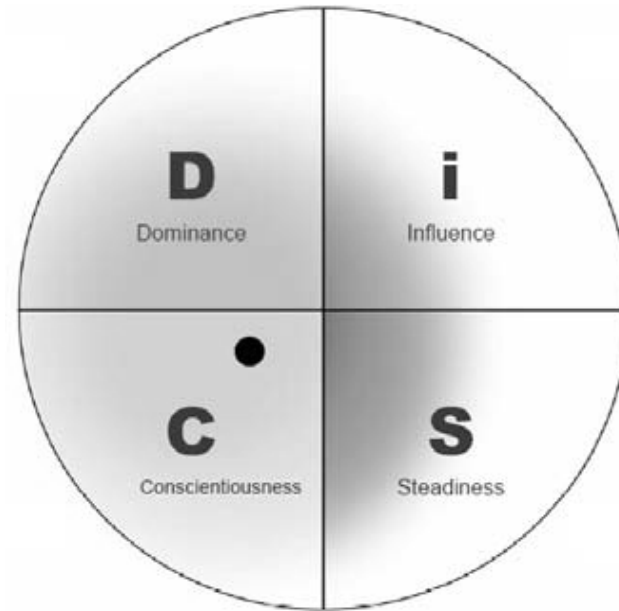
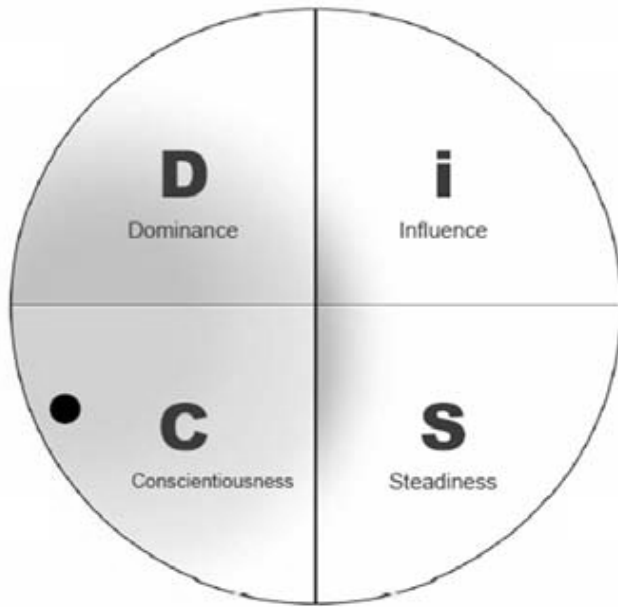
Discovering DiSC® Sales Styles



Important Disclaimers . . .

- There are no “good” or “bad” styles.
- There is no *best* style.
- **All** styles have strengths & limitations.
- All styles can be more – or less – effective.
- People are a *mixture* of styles.

Examples of DiSC[®] Styles Maps



Why Styles Matter

- Determine how *comfortable* I am in a “selling” situation, also how *effective* I am
- We’re prone to “pouncing” with our style
- Others react/form impressions almost instantly
- If they don’t see/hear evidence of what they need, they quickly lose interest, back off, resist, etc.
- For many customers, no relationship=no deal;
for others, no assurance of quality=no deal;
for others . . .

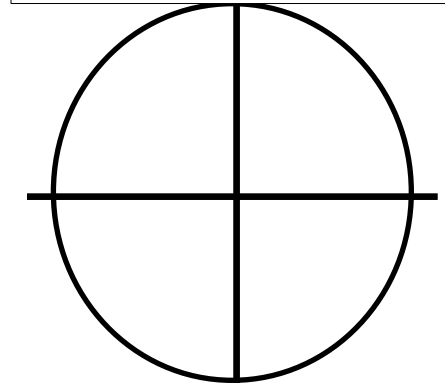
What “Buying Style” Tells Us

- What’s most important to them
- What bothers them
- What generates trust in them

How Can I Tell?

Is this customer more . . .

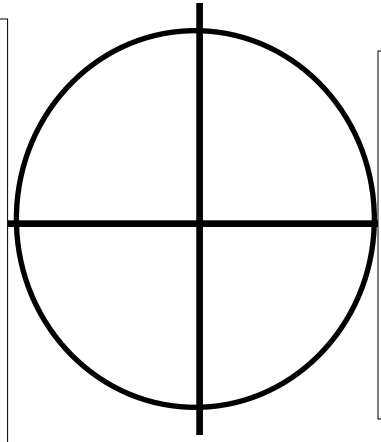
Fast-paced & outspoken



Cautious & reflective

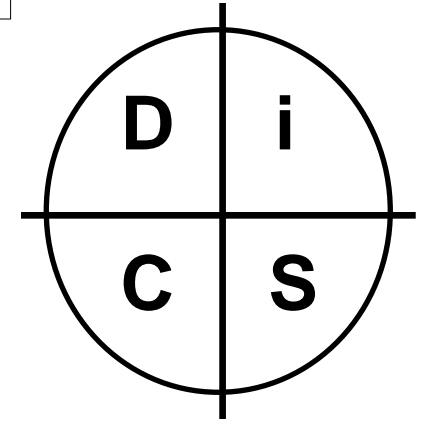
Is this customer more . . .

Questioning & skeptical



Accepting & warm

Combining those answers, I'm guessing this customer **might** be . . .



Some Clues to Watch For

- Body Language
 - Posture
 - Use of hands
 - Facial expressions
- Tone
 - Pace
 - Inflection
 - Volume
- Words

What Do I Do With This Knowledge?

- How to approach
- What to emphasize
- What NOT to do



SOME TIPS FOR CUSTOMERS WITH DIFFERENT DISC® STYLES

D

Dominance

Priorities:	Results, action, competency
Bothered by:	Wasted time, small talk, too many details, indecisiveness
Trusts:	Confidence
Emphasize:	Immediate outcomes, bottom line, efficiency
Approach:	Confident & non-nonsense

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Influence

Priorities:	Enthusiasm, action, relationships
Bothered by:	Dry or dull analysis, too many details, cold or detached people, negativity
Trusts:	Openness
Emphasize:	Testimonials, ease of use, exciting opportunities
Approach:	Lively & upbeat

S

Steadiness

Priorities:	Sincerity, relationships, dependability
Bothered by:	Pressure, pushy people, unpredictability, uncertainty
Trust :	Kindness
Emphasize:	Ongoing support, stability & security, warranties/service plans/guarantees
Approach:	Casual & low-pressure

C

Conscientiousness

Priorities:	Quality, competency, dependability
Bothered by:	Emotional or illogical people, personal questions, overly enthusiastic presentations, pressure
Trusts:	Expertise
Emphasize:	Quality & high standards, your expertise, logical reasons, evidence of reliability
Approach:	Objective