

The DISCstyles™ Sales Report

Personalized Report For:

Sample Report

Focus: Work

1/28/2014

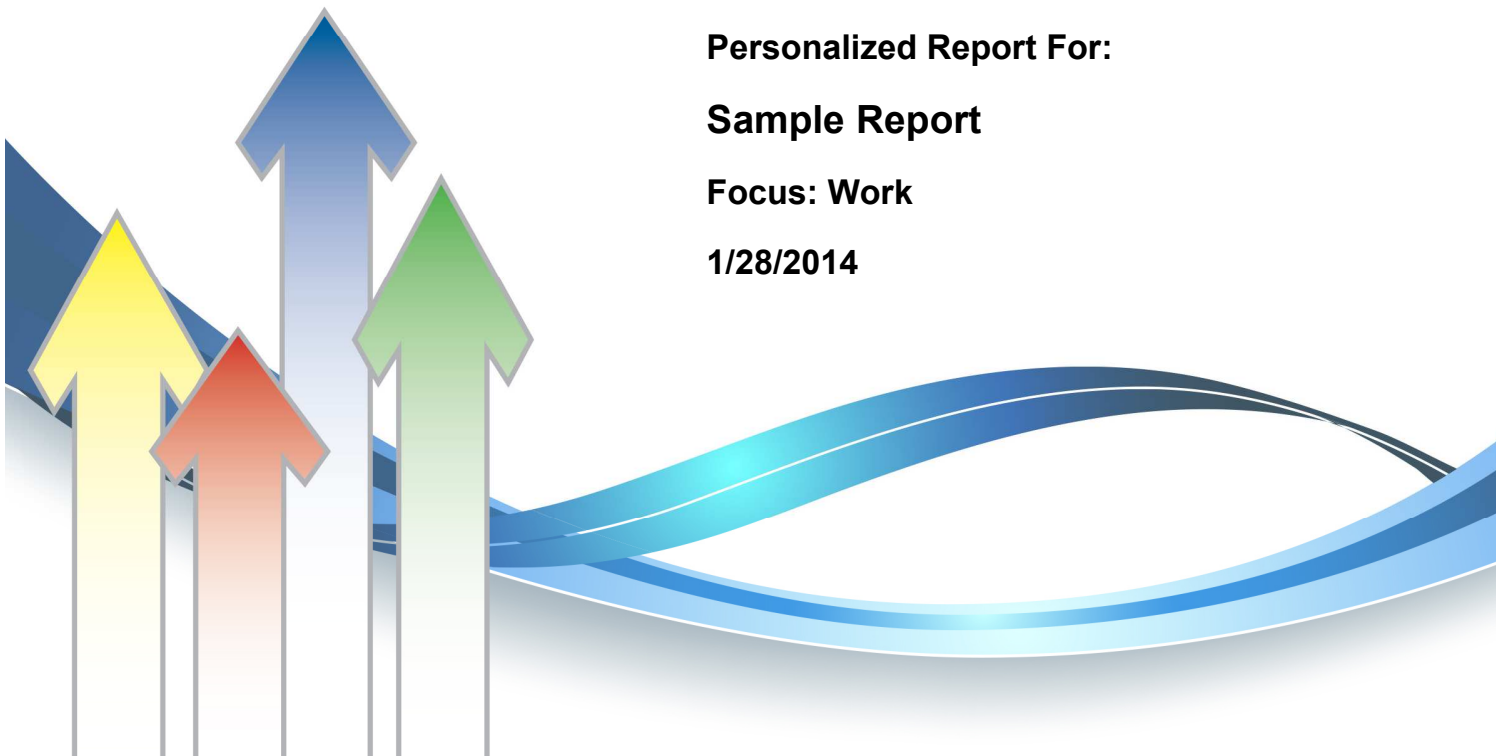


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Introduction to the DISCstyles™ Online Report

Congratulations! Here is your DISCstyles™ Personal Profile Report including your keys to self-and-other-understanding! With your comprehensive and personalized report comes tools that can mean a life filled with productive, harmonious relationships. It will allow you to see your strengths and give you a way to improve upon those minor limitations. This report does not deal with values or judgments but instead, concentrates on those natural tendencies you have that influence your behavior.

You may have grown up being taught the wisdom of the **“Golden Rule - “Do unto others as you would have them do unto you”** - what works even better in relationships is what Dr. Tony Alessandra calls the **“Platinum Rule® - “Treat others the way THEY want to be treated”**. This report will teach you just that.

BEHAVIORAL STYLE TENDENCIES

Both historical and current research notes there are many four-quadrant models created to describe major differences in styles. This DISCstyles™ report uses DISC because of its popularity and simple nature that make it easy to name and remember each of the four very different observable behavioral patterns.

While yours may include more than one primary style, it is easy to see how each fits clearly onto a scale based on its **directness** and **openness**. People-reading comes from knowing the tendencies that define each style.

STYLE	TENDENCIES
Dominance	Tends to be direct and guarded
Influence	Tends to be direct and open
Steadiness	Tends to be indirect and open
Conscientious	Tends to be indirect and guarded

HOW TO GET THE MOST FROM THIS REPORT

Use this report to fine-tune your observations and predictions: Use the **Word Sketch** pages (17-18) to understand the different human emotions that make up each style. All patterns of behavior are so different because of the Needs, Emotions, and Fears that underlie each. The information in **“Overview of the Four DISCstyles Types”** on page 24 puts that all into perspective.

Part I of this report is all about YOU. It came out of your answers (even though you didn't know you were self-reporting on it) - your strengths, motivators, and communication preferences. Since there's never a “best” style to be, use this report to see the gift that others already know are in you to develop your success even further. If you don't think you gave the “right answers”, you can always “edit” or further customize your report by writing in and “correcting” anything you feel is wrong, mis-stated, or just plain missing. (But we suggest you get confirmation from a friend.)

In Part II you learn about the importance of adaptability - how to get the most out of every interaction. DISC is a life-energy model and by the position of each point on your graph, you can literally “see” the energy you put out and the focus you take in each of these areas of life: **Problems (D), People (I), Pace (S), and Procedures (C)**. By seeing and “owning” (or customizing) what it says automatically makes you adaptable and aware. Choose the results you want by putting more or less energy into what you do. It is as important an aspect of your “emotional” or “social” intelligence (EQ) as it is your IQ! There is a lot more in the **What is Behavioral Adaptability?** section starting on page 27.

Part I Understanding Yourself

General Characteristics

The narration below is a general overview of your behavioral tendencies. It sets the stage for the report which follows, and provides a framework for understanding and reflecting on how you get your results. We've occasionally provided some coaching ideas so that you can leverage your strengths and minimize weaker traits, whenever possible, in order to maximize your personal success.

Your response pattern, Sample, indicates that you tend to be considerate of others, and that you are able to persuade them in an assertive manner, without being demanding. This can be an asset to the team, especially on complex projects in which different types of people may be involved.

You are able to accomplish complex tasks by working enthusiastically with people. Even when faced with very complex requirements, you have the ability to both harness the emotional capacity of your team, as well as deal with the details and minutiae of the project.

You score like those who may become somewhat impatient or aggressive when under pressure. As long as you realize this, you can potentially harness this urgency to achieve optimal success on a task. Use your natural optimism to maintain a positive climate, even when under pressure. You'll get better results and keep more people on board with the project. Your potential to be aggressive may sometimes lead to conflict. Attempt to minimize this conflict by taking a more positive, team-oriented approach.

Your results indicate that you are able to help initiate complex processes and activity. This comes from two specific traits: people orientation, and detail orientation. Your "people skills" can be used to engage others in an idea or process, while your attention to detail can help maintain a level of quality control. The latter is a skill that few people share and is something that you should attempt to leverage and maximize.

General Characteristics (continued)

Some people don't always "get it" right away. To that point, you show a special skill in helping others visualize the activities necessary for success. You do this by creating mental pictures for your audience in communicating what the vision is all about. Using those mental pictures, you are able to illuminate a variety of pathways to success. Be certain to use this skill when working with team members who are having trouble articulating the vision.

Sample, you show the ability to be both people-oriented and detail-oriented, with equal skill and confidence. This is a rare and valuable skill, as it allows you to enlist the help of a wide variety of people who may not ordinarily work well together, and focus their efforts in the same direction.

Your score pattern matches those whose decisions are made primarily by gathering facts and considering the needs of all people involved. This highlights the theme of balancing both the people side and the detail side of projects. This balance translates to win-win situations for both the organization and the people involved. This is a rare skill, and one that is valued in the workplace.

You have the ability to take the seed of an idea and make it develop into a successful solution. This is a strength that you should utilize whenever possible, due to its high potential benefit to the team. You have an innate optimism and creativity and are able to think both quickly and analytically about ideas. Your positive spirit has the potential to be a catalyst for positive change within an organization or team.

YOUR STRENGTHS What You Bring to the Organization

The strengths and talents identified here are those you are likely to display at work to enhance your effectiveness within your organization. These Work Style Preferences are those you tend to use anytime you participate on a work team or family project.

*Choose the two you feel are your most valuable strengths and work style tendencies you see in yourself and add them to the **Summary of Your Style** chart on page 14.*

Your Strengths:

- You show a high level of respect for established systems and organizational protocol.
- You bring a strong sense of quality control to the team's efforts.
- An optimistic team player, you are able to motivate others toward their goals.
- You are people-oriented, but also rather modest, so you have the ability to get along with a wide variety of people.
- You tend to be diplomatic in working with others.
- You have the ability to handle both people and details, with equal skill and confidence.
- In meetings, you will communicate your opinions in a positive and solution-oriented way.

The Work Style Tendencies You Bring to the Job:

- You tend to be considerate of others on the team and are persuasive without being demanding.
- You have the ability to carry out detailed action plans, and verbalize the steps in an articulate manner.
- You may tend to overuse your power in order to get your way.
- You have the ability to contribute to a pleasant and efficient work environment, due to your attention to people and knack for quality control.
- When urgency reaches a high point, you can work with the team to restore comfort, while also obtaining good results.
- You make job-related decisions by gathering facts and considering the needs of the people involved.
- You may be overly afraid of losing on a project or proposal.

Your Motivations (Wants) and Needs

What motivates you? People are motivated by what they want, so what types of things do you want? Behaviors are driven by needs and each style often has very different needs. Some styles need quiet time alone when under stress. Another may need more social time and people to interact with. Know what you instinctively needs and the more fully your needs are met, the easier it is to perform at your optimal level.

*Note your two most important motivators and the two most important needs and write them on your **Summary of Your Style** on page 14.*

You Tend to Be Motivated By:

- Social recognition for success on a project, or in achieving a goal.
- Having sufficient time to consider all options before making a final decision.
- A system of support to assist with the details and follow-through.
- Environments in which changes are made in a controlled way, and only when necessary.
- Security in knowing that the products and services are of the highest quality.
- Work tasks of a specialized nature to support your natural curiosity and detail orientation.
- A variety of activities involving interpersonal contact, both on and off the job.

People With Patterns Like You Tend to Need:

- A democratic environment with participatory management.
- Sufficient time for effective planning.
- To have confidence in the project, product, goals, and leadership.
- To learn to say "no" more often to requests from others, in order to prevent spreading yourself too thin.
- Clear and specific job descriptions and role responsibilities.
- To feel valued as a team member, and have detailed responsibilities in order to work at top effectiveness.
- A wider scope of perspective and operations.

YOUR MOTIVATIONS Ideal Work Environment

*Everybody is motivated... for **their** reasons, and maybe not yours! By understanding your own motivations, you can design the types of activities and surroundings you want to live and work in - where you will be inspired, and thus, self-motivated.*

*Which are your two most important environment factors on this page? Make a note of them on the **Summary of Your Style** page.*

You Tend to Be Most Effective In Environments That Provide:

- Contact with groups, and opportunities to build a network of people.
- Projects requiring you to motivate and persuade people.
- Activities including many opportunities for interaction with people.
- Time to reflect and think about pros and cons to solutions.
- A democratic environment with participatory management.
- Highly specialized assignments and technical areas of responsibility.
- Public recognition for accomplishments.

The I's Behavior and Needs Under Stress

Under Stress You May Appear:

- Manipulative
- Wasteful of time
- Overeager
- Impulsive
- Unrealistic

Under Stress You Need:

- Action and interaction
- A quick pace for stimulation and excitement
- To get credit

Your Typical Behaviors in Conflict:

- If a conflict persists or their anger increases, they are likely to lash out with a strong verbal attack on the other person. This may have a startling effect on others since it is so unlike their normal behavior.
- I's are quite uncomfortable with conflict, aggression and anger. I's do whatever they can to avoid them. If possible, I's may physically avoid an environment filled with conflict or anger. If that is not possible, I's will probably seek to use their natural humor and story-telling ability to reduce the level of tension. If neither approach works, I's may attempt to ignore the conflict. Given their strong focus on relationships, however, this tactic is rarely successful.
- Their anger is generally a response to a personal attack on them or, possibly, the failure of someone to support them when they were really counting on that person's support. Of course I's may interpret a comment intended to refer to a task-related problem as a personal attack, especially if it concerns their contribution to the problem.

Strategies to Reduce Conflict and Increase Harmony:

- Recognize that I's can never resolve a conflict by avoiding it. Risk damaging a relationship or losing someone's approval by stating their feelings and clarifying their expectations. Be sure, of course, to listen attentively to the responses of others.
- Avoid giving others a false impression of the level of support you will give them. When promising your support, make clear precisely what it is that you will do.
- I's have a tendency to "think out loud." Others may take these "brainstorming" ideas as actual commitments and become upset when those "commitments" are not completed. So, let others know in advance when you are only exploring ideas and options and not committing to actions.

Communication Tips and Plans for Others

The following suggestions can help others who interact with you understand and be aware of your communication preferences. To use this information effectively, share it with others and also discuss their preferences.

*Check the two most important ideas when others communicate with you (Do's & Don'ts) and transfer them to the **Summary of Your Style** on page 14.*

When Communicating with Sample, *DO*:

- Provide testimonials from people she sees as important and prominent.
- Join in and talk positively about people and their goals.
- If you agree with the outcome, follow through and do what you say you will do.
- Be certain that your ideas and information are credible and realistic.
- List pros and cons to the suggestions you make.
- Be certain to conclude the communication with modes of action and specific instructions for the next step.
- Be engaging, stimulating, and fast-paced.

When Communicating with Sample, *DON'T*:

- Whine about all of the work you have to do.
- Be unrealistic with deadlines.
- Rush the issues or the decision-making process until you have buy-in.
- Leave decisions hanging in the air. Be certain all decision points have reached closure and result in plans for action.
- Use unreliable evidence or testimonials.
- Use someone else's opinions as evidence.
- Be dogmatic.

Communication Plan with the **DOMINANT** Style

CHARACTERISTICS:

SO YOU...

Concerned with being #1	Show them how to win, new opportunities
Think logically	Display reasoning
Want facts and highlights	Provide concise data
Strive for results	Agree on goal and boundaries, the support or get out of their way
Like personal choices	Allow them to "do their thing," within limits
Like changes	Vary routine
Prefer to delegate	Look for opportunities to modify their workload focus
Want others to notice accomplishments	Compliment them on what they've done
Need to be in charge	Let them take the lead, when appropriate, but give them parameters
Tendency towards conflict	If necessary, argue with conviction on points of disagreement, backed up with facts; don't argue on a "personality" basis

Communication Plan with the **INFLUENCING** Style

CHARACTERISTICS

SO YOU...

Concerned with approval and appearances	Show them that you admire and like them
Seek enthusiastic people and situations	Behave optimistically and provide upbeat setting
Think emotionally	Support their feelings when possible
Want to know the general expectations	Avoid involved details, focus on the "big picture"
Need involvement and people contact	Interact and participate with them
Like changes and innovations	Vary the routine; avoid requiring long-term repetition by them
Want others to notice THEM	Compliment them personally and often
Often need help getting organized	Do it together
Look for action and stimulation	Keep up a fast, lively, pace
Surround themselves with optimism	Support their ideas and don't poke holes in their dreams; show them your positive side
Want feedback that they "look good"	Mention their accomplishments, progress and your other genuine appreciation

Communication Plan with the **STEADY** Style

CHARACTERISTICS

SO YOU...

Concerned with stability	Show how your idea minimizes risk
Think logically	Show reasoning
Want documentation and facts	Provide data and proof
Like personal involvement	Demonstrate your interest in them
Need to know step-by-step sequence	Provide outline and/or one-two-three instructions as you personally "walk them through"
Want others to notice their patient perseverance	Compliment them for their steady follow-through
Avoid risks and changes	Give them personal assurances
Dislike conflict	Act non-aggressively, focus on common interest or needed support
Accommodate others	Allow them to provide service or support for others
Look for calmness and peace	Provide a relaxing, friendly atmosphere
Enjoy teamwork	Provide them with a cooperative group
Want sincere feedback that they're appreciated	Acknowledge their easygoing manner and helpful efforts, when appropriate

Communication Plan with the **CONSCIENTIOUS** Style

CHARACTERISTICS

SO YOU...

Concerned with aggressive approaches	Approach them in an indirect, nonthreatening way
Think logically	Show your reasoning
Seek data	Give data to them in writing
Need to know the process	Provide explanations and rationale
Utilize caution	Allow them to think, inquire and check before they make decisions
Prefer to do things themselves	When delegating, let them check procedures, and other progress and performance before they make decisions
Want others to notice their accuracy	Compliment them on their thoroughness and correctness when appropriate
Gravitate toward quality control	Let them assess and be involved in the process when possible
Avoid conflict	Tactfully ask for clarification and assistance you may need
Need to be right	Allow them time to find the best or "correct" answer, within available limits
Like to contemplate	Tell them "why" and "how"

Potential Areas for Improvement

Everyone has some struggles, limitations or weaknesses. Oftentimes, a weakness is simply an over or under use of your strengths! For example, a High D's directness may be a strength in certain environments, but when overextended they tend to become bossy and they drive away others who prefer a non-confrontational environment.

Check the two most important areas you are committed to improve upon and transfer them to the **Summary of Your Style** page 14.

Potential Areas for Improvement:

- You may be overly optimistic in your ability to persuade or manage others.
- You may trust people a bit too much and may get burned in the process.
- You may be overly defensive about your position, especially when faced with change or threats.
- You may be overly optimistic in judging others' abilities.
- You may get bogged down in details, like a security blanket in a high-pressure climate.
- When forming teams, you may tend to select people who are similar to you.
- Your high level of enthusiasm may be seen by some as shallow or self-absorbed.

Summary of Sample Report's Style

Communication is a two-way process. Encourage others to complete their own DISCstyles Online Assessment and then share their Summary Sheets and insights with you! By discussing the preferences, needs and wants of the people you work or live with, you can enhance each relationship and turn any potential stressful relationship or conflict into a more effective one, simply by understanding and applying your DISCstyles™ report and discussing it.

YOUR STRENGTHS: WHAT YOU BRING TO THE ORGANIZATION

1. _____
2. _____

YOUR WORK STYLE TENDENCIES

1. _____
2. _____

YOUR MOTIVATIONS (WANTS)

1. _____
2. _____

YOUR NEEDS

1. _____
2. _____

YOUR MOTIVATIONS: IDEAL WORK ENVIRONMENT

1. _____
2. _____

COMMUNICATION DO'S & DON'TS

1. _____
2. _____

POTENTIAL AREAS FOR IMPROVEMENT

1. _____
2. _____

WORD SKETCH Adapted Style

Because DISC is an observable “needs-motivated” instrument, people can use it to describe behavior without the normal social biases or prejudices. This DISC Word Sketch page represents your ADAPTED Graph I on pg. 17 with highlighted colored squares which you can use to describe the way you **(D)ominate** Problems, **(I)nfluence** People, **(S)teady** the Pace, and **(C)omply** to Procedures. The solid color squares at the top summarize the Needs, Emotions and Fears when a person's graph points are high - Segments 6 or 5 vs. 1 or 2.) When your graph points are in the middle you find it easier to move up or down in emotional intensity. Again, there are no “bad” words on this page. They only describe behaviors. So the question is, “How do yours work for you?”

	D	I	S	C
LIFE FOCUS->	PROBLEMS/TASKS	PEOPLE	PACE (of environment)	PROCEDURES
NEEDS->	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, teams, stable environment	Rules to follow Data to analyze
EMOTIONS →	Decisive, risk-taker	Optimistic, trusts others	Patience, non-expressive	Cautious, careful decisions
FEARS →	Being taken advantage of / lack of control	Being left out / loss of social approval	Sudden change / loss of stability and security	Being criticized / loss of accuracy and quality
6	argumentative daring demanding decisive domineering egocentric	emotional enthusiastic gregarious impulsive optimistic persuasive	calming loyal patient peaceful serene team person	accurate conservative exacting fact-finder precise systematic
5	adventurous risk-taker direct forceful	charming influential sociable trusting	consistent cooperative possessive relaxed	conscientious courteous focused high standards
4	assertive competitive determined self-reliant	confident friendly generous poised	composed deliberate stable steady	analytical neat sensitive tactful
3	calculated risks moderate questioning unassuming	controlled discriminating rational reflective	alert eager flexible mobile	own person self assured opinionated persistent
2	mild seeks consensus unobtrusive weighs pro/con	contemplative factual logical retiring	discontented energetic fidgety impetuous	autonomous independent firm stubborn
1	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic

WORD SKETCH Natural Style

This Word Sketch chart represents your Natural DISC Graph II - how you are when you are "at home" or relaxed. It also may be how you are under sudden pressure. Make note if the same graph points at work is 30% higher or lower than these on the Graph I chart. Do you know why? Is it your job?

Use words on this page to describe yourself and give examples of what's most important to you when it comes to being in charge of (D)ominating Problems, (I)nfluencing People, (S)teadying the Pace of Activity, and (C)omplying to Procedures. Use the highlighted blocks of words and describe this style works for you. If you need or want to change something so you could get different results, which words on this chart would you use more - or less often? Behavior is always a choice. If your natural style is working for you, keep it. If not, use this chart to practice making new choices.

	D	I	S	C
LIFE FOCUS →	PROBLEMS/TASKS	PEOPLE	PACE (of environment)	PROCEDURES
NEEDS →	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, teams, stable environment	Rules to follow Data to analyze
EMOTIONS →	Decisive, risk-taker	Optimistic, trusts others	Patience, non-expressive	Cautious, careful decisions
FEARS →	Being taken advantage of / lack of control	Being left out / loss of social approval	Sudden change / loss of stability and security	Being criticized / loss of accuracy and quality
6	argumentative daring demanding decisive domineering egocentric	emotional enthusiastic gregarious impulsive optimistic persuasive	calming loyal patient peaceful serene team person	accurate conservative exacting fact-finder precise systematic
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4	assertive competitive determined self-reliant	confident friendly generous poised	composed deliberate stable steady	analytical neat sensitive tactful
3	calculated risks moderate questioning unassuming	controlled discriminating rational reflective	alert eager flexible mobile	own person self assured opinionated persistent
2	mild seeks consensus unobtrusive weighs pro/con	contemplative factual logical retiring	discontented energetic fidgety impetuous	autonomous independent firm stubborn
1	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic

DISCstyles eGraphs for Sample Report

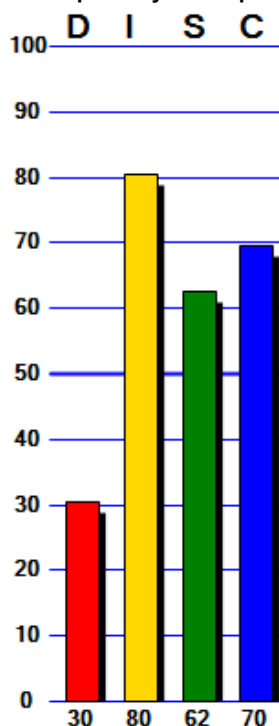
Your Adapted Style indicates that you are known using more of the behavioral traits of the ICs style(s) in your selected Work focus. Your **Natural Style** graph indicates that you instinctively tend to use more of the behavioral traits of the IC style(s).

The Adapted Style - Graph I shows how you perceive the behaviors you think work best for you in your selected focus for this profile (work, social or family). This graph can change when you change roles or situations.

The Natural Style - Graph II is more consistent over time and may also show up under stress. If you question it, ask others who know you if they agree or not with your report. They may see your default" style more often that you realize – especially when at home. Your DISCstyles™ Graph II is affected by the choices you make and any *significant emotional events* in your life. Learning the DISC language gives you awareness - and more options.

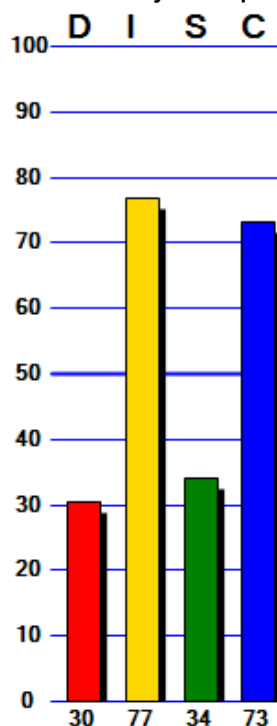
SIMILAR PATTERNS: When these two graphs look similar, it is a WYSIWYG - "*What You See Is What You Get*" and your style tends to be very consistent. If one or more of your DISC graph points is more than 30% higher or lower than your Natural graph points and your feels in constant stress (especially in your "I" or "S" dimensions), it means you are having to adapt you behaviors significantly at work. So make sure the others who work with you feel it is important too.

Adapted Style - Graph I

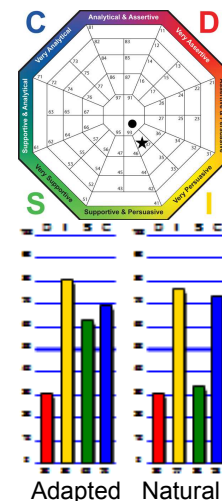


Pattern: ICs (2645)
Focus: Work

Natural Style - Graph II

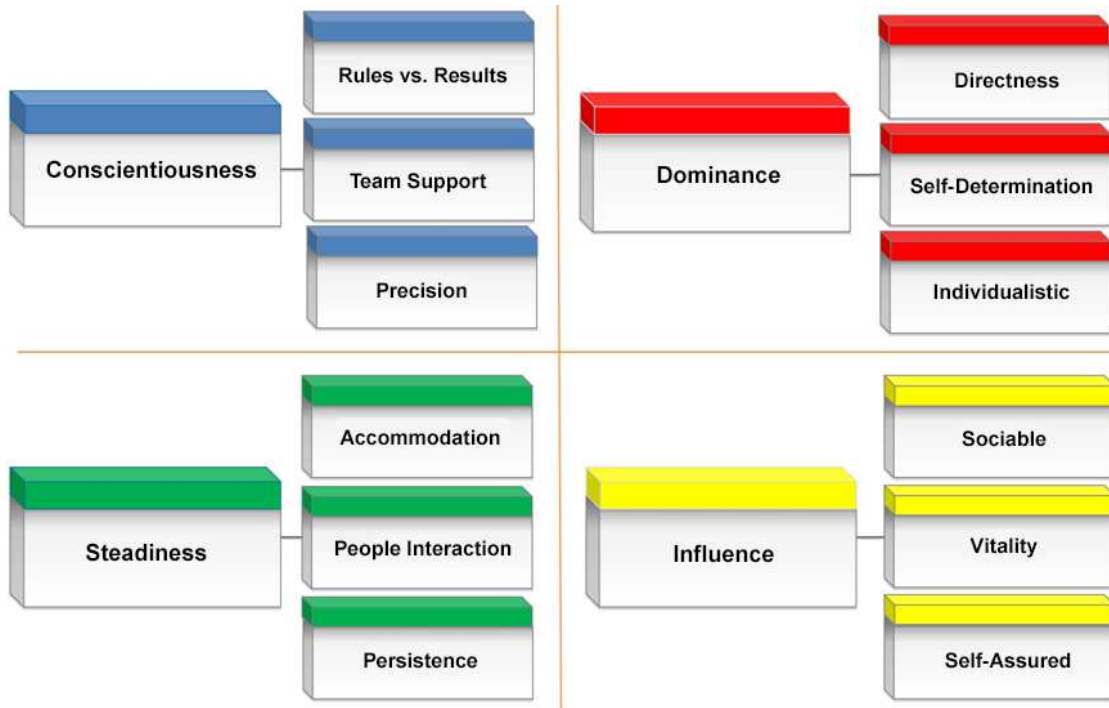


Pattern: IC (2525)



READING A DISC GRAPH: The numbers 0-100 on the left margin and the four number sequences underneath each graph gives a numerical comparative display of how you invest your life energy and what's most important to you. Points above 50% (the midline) show your primary and secondary priorities. The four-digit number at the bottom (e.g.: 3416) reflects the left segment numbers on the Word Sketch charts. They are useful as a quick way to describe your graph in the fewest number of words. Use and share your DISC graph with others so they know how you like being treated and what they can expect – and celebrate – with you! To gain more behavioral flexibility in your life, study and practice using the Word Sketch Charts. For further questions or personal coaching, contact your profile provider.

The 12 Integrated DISC Style Relationships



For a more complete understanding of a person's overall behavior style, you can view how each of the primary (4) four DISC factors interact to produce (12) twelve integrated behaviors.

When comparing each of the basic DISC factors with the others, a group of twelve individual factors of behaviors can be identified. Each person displays some factors more strongly than the others.

Each of the twelve factors has been assigned a specific descriptor to help you naturally associate that factor to a specific behavior. The ability to identify and measure the relative interactions of the twelve factors represents a dramatic improvement in the use and application of DISC to better understand human workplace behavior.

We can measure the strength of a factor in a person's overall behavioral style by viewing the intensity score. Intensity is a measurement of the relative energy a specific factor invests in the person's natural and observable behaviors most often displayed in life situations.

The (5) five intensity levels range from Low (absent in most situations) thru High (clearly displayed in most situations). This integrated behavioral view represents an improvement that contributes to the overall understanding of human behavior. Behaviors reflect how we interpret situation in our experience.

We recommend you add this powerful new view to your tool kit and use it to assist you in understanding why and how people shape their communications and connections with the other people in their life.

This list of twelve Integrated DISC relationships reveals how the four Primary DISC style behaviors combine and work together to create the socialized behaviors others see and experience.

The Length of the **black bar** shows the relative influence of the DISC factors in someone's overall observable behavioral style.

1. The Sociable Behavior (I/D) [High Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need for social interaction is impacted by their assertiveness and desire for immediate results." The Sociable behavior measures HOW the strength of this individual's preference for cordial social interaction and people connection is influenced by their need for immediate results. Higher intensity scores reflect an emphasis on seeking, building and sustaining personal relationships while Lower intensity scores reflect a much stronger competitive "result now" focus with less effort on accommodation and building relationships.

2. The Rules vs. Results Behavior (C/D) [High Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need for accuracy, precision and guidelines is impacted by their need for immediate results." The Rules vs. Results behavior measures HOW the strength of this individual's need to precisely follow established structural and procedural guidelines, standards and codes is influenced by their need for direct "results now" actions that target immediate accomplishments. Higher intensity scores identify a strong need to pursue objectives with guidance and reliance upon established structure, rules, organizational protocols and policies while Lower intensity scores suggest a more direct, immediate "result now" focus that will not likely be restrained by established protocols, procedures and policies.

3. The Vitality Behavior (I/S) [High Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's people focused extroversion is impacted by their preferred pace and activity level." The Vitality behavior measures HOW the strength of this individual's desire for interpersonal connections is influenced by their degree of urgency, preferred pace and activity level. Higher intensity scores reflect a high energy, freewheeling, confident and engaging style that will likely embrace new ideas and concepts while Lower intensity scores reflect thoughtfulness and care when crafting both words and deeds as one moves steadily toward the identified goal and objective.

4. The Precision Behavior (C/S) [High Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need for accuracy, precision and planning is impacted by their desire for team support and accommodation." The Precision behavior measures HOW the strength of this individual's need for structure, accuracy, order and precision is influenced by their pace, patience and level of team accommodation. Higher intensity scores reflect a desire to operate in a "fail-safe" environment supported by accurate data and thorough preparation while Lower intensity scores suggest steady paced progress, strong support, consideration and accommodation for the team's overall direction.

5. The Accommodation Behavior (S/D) [Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need to operate at a steady pace and innate degree of patience is impacted by their need for immediate results." The accommodation behavior measures HOW the strength of this individual's level of patience and activity level are influenced by the strength of their desire to lead, command and direct activities focused on immediate results and solutions. Higher intensity scores reflect a willingness to consider, accommodate and support alternative solutions and ideas while Lower intensity scores reflect a propensity to make difficult decisions, remain firm in supporting and defending them sustained by a strong focus on achieving immediate results and accomplishing assigned goals.

6. The Self-Assured Behavior (I/C) [Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's people oriented extroversion is impacted by their need for accuracy and structure." The Self-Assured behavior measures HOW the strength of this individual's extroversion and desire for personal connection with others is influenced by their need for structure, detail, and accurate evidence prior to taking action. Higher intensity scores can sometimes lead to overconfidence with a willingness to improvise and to take spontaneous actions vs. thorough planning while Lower intensity scores reflect a cautious and conscientious approach that seeks to take actions that are supported by reliable tactics, trusted data and past successes.

7. The Team Support Behavior (C/I) [Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need for accuracy, precision and following procedure is impacted by their desire for social connection and interaction." The Team Support behavior measures HOW the strength of this individual's desire for accuracy, structure, rules and standards is influenced by the strength of their desire to interact, engage and accommodate other people. Higher intensity scores display reliance upon structure, logic, facts and established data, procedures and protocols while Lower intensity scores display a more cordially social, engaging and accommodating communication style with a less focus on established protocols.

8. The Self-Determination Behavior (D/S) [Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's degree of assertive "results now" focus is impacted by their level of patience." The Self-Determination behavior measures HOW the strength of this individual's direct, assertive and "results now" oriented behaviors are influenced by their degree of patience and preferred pace. Higher intensity scores identify a preference toward a more "now oriented pace" that is keyed toward taking actions that achieve immediate results and goals while Lower intensity scores identify a steadier, less urgent pace that embraces planning and careful consideration of consequences prior to taking action.

9. The Persistence Behavior (S/C) [Low Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need for pace and patience is impacted by their need for accuracy, precision and planning." The Persistence behavior measures HOW the strength of this individual's patience, activity level and team support is influenced by their need for accuracy, precision and structure. Higher intensity scores reflect an emphasis on supporting planned group and team efforts while Lower intensity scores reflect a need to follow established policies and procedures even if it requires running counter to the team's direction that may be advocating alternative or even potentially risky actions.

10. The People Interaction Behavior (S/I) [Low Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's need for a steady pace and exercise of patience is impacted by their desire to connect and engage in social interaction." The People Interaction behavior measures HOW the strength of this individual's degree of patience and preferred activity level are influenced by the strength of their extroversion and a desire to socially interact and accommodate others. Higher intensity scores will display a great deal of care and consideration when crafting the words and deeds that impact others while Lower intensity scores will reflect a freewheeling and confident belief that most if not all interactive social situations can be handled "on the fly."

11. The Individualistic Behavior (D/C) [Low Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's "results now" assertiveness is impacted by their desire to be accurate, analytical and structured." The Individualistic behavior measures HOW the strength of this individual's direct, assertive and "results now focus" is influenced by their need to precisely follow established structural and procedural guidelines while pursuing objectives. Higher intensity scores will not likely be deterred by potential restraints or established policies especially if they are perceived to impede immediate results while Lower intensity scores will favor strong and precise compliance and adherence to established structure, rules, policy and procedures.

12. The Directness Behavior (D/I) [Low Moderate Intensity]

0.....10.....20.....30.....40.....50.....60.....70.....80.....90.....100

"How this individual's dominance and 'results now focus' is impacted by their desire to interact, connect and relate to others." The Directness behavior measures HOW the strength of this individual's direct, assertive and results oriented communication style is influenced by their desire to build relationships and connect with others. Higher intensity scores identify a willingness to make and defend tough and even unpopular decisions while Lower intensity scores will identify an inclination to search for a more socially interactive, popular and accommodating solution.

Intensity Scoring Legend – DISC Style intensity is a measure of how you will likely display the specific behavior when interacting and communicating with others in most situations

- **Low Intensity** - Low Intensity scores indicate the ABSENCE of this behavior in MOST situations.
- **Low Moderate** - Low Moderate Intensity scores are only SOMETIMES observable in SOME situations.
- **Moderate Intensity** - Moderate Intensity scores do not mean "mild." Moderate means the behavior is flexible and may or may not become observable based upon the requirements of the specific situation.
- **High Moderate** - High Moderate Intensity scores are frequently observable in many situations.
- **High Intensity** - High Intensity scores will be clearly observable, displayed more often and seen in most situations.

Behavioral Pattern View

The BPV has eight behavioral zones. Each zone identifies a different combination of behavioral traits. The descriptors outside the circle show how others typically see individuals with your styles. Plots on the outer edges of the diamond identify the one primary DISC factor that dominates the other three. As you move towards the center of the diamond, two traits and eventually three traits combine which moderates the intensity of your style descriptors within a specific behavioral zone.

THE SCORING LEGEND

D = Dominance: How you deal with Problems

I = Influence/Extroversion: How you deal with Other People

S = Steadiness/Patience: How you deal with your Activity Level

C = Conscientious/Compliance/Structure: How you deal with the organization's rules as well as the focus on details, accuracy and precision

**Efficient, Analytical, Organized,
Factual, Aware of the Consequences
of their Actions, Practical and
Innovative.**

**Data, Fact & Analysis
Based. Precise &
Accurate Trusts in the
Value of Structure,
Standards & Order.
Sees the value of
"Rules".**

Assertive, Results Focused, Rapid Decisions, Will Seek Challenges, Can be Aggressive and Impatient, Desires to Lead.

Both Assertive and Persuasive, Likely to embrace New Concepts, Often a Mover and a Shaker, Can be very outgoing with High Energy and Engaging Effort.

Very Outgoing & Persuasive, Very People Oriented, Quite Optimistic Outlook, Strong Communication Skills, Likes to have Variety in their day.

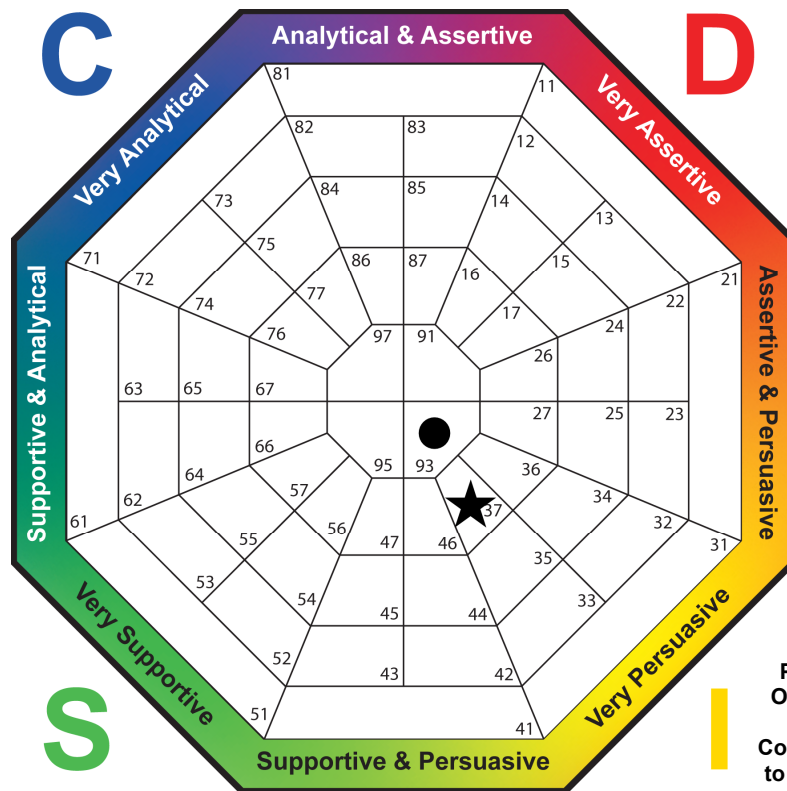
**Balances & Values
Data & Diplomacy,
Mindful of the
'Rules'. Will be Goal
Focused, Dislikes
Confusion and
Ambiguity.**

Very Patient & Favors Stability and Structure. Not a Risk Taker, Likes to operate at a Steady, Even Pace.

**Supportive & Persuasive,
Good Team Player, Creates
Good Will & provides Good
Customer Service**

● = Natural Behavioral Style

★ = Adapted Behavioral Style



PART II Application of DISC Styles

Understanding your own behavioral style is an important first step in learning about and enhancing relationships. While some of this information is intuitive to some styles, it isn't to everyone. Therefore, the rest of this report has important tips and strategies, both for identifying the styles of the people you work and live with as well as those you meet periodically or stranger you meet for the first time

All the knowledge in the world doesn't mean much if you can't apply it in real life situations. *Application* is what the rest of this report is all about.

To use the power of behavioral styles, you also need to know how to apply the information to people and situations. Remember, people want to be treated according to their behavioral style, not yours!

THIS APPLICATION SECTION INCLUDES:

- Overview of the Four Basic DISCstyles
- How to Identify Another Person's Behavioral Style
- What is Behavioral Adaptability
- How to Modify Your Style
- Tension Among the Styles
- How to Adapt to the Different Behavioral Styles

This section will help you understand how to be more effective in relationships and situations where others are involved. Good relationships can get better and challenging relationships will improve.

After reviewing the information, select a relationship in which things have not gone as smoothly as you would like. Make a commitment to at least take the time to gain an understanding of the other person's behavioral style and take a few steps to adapt your behavior to improve the relationship.

Here's how to do it:

- 1 Identify the behavioral style of the other person** using the *How to Identify Another Person's Behavioral Style* section. You can read about their style in Overview of the Four Basic DISCstyles. The section *What Is Behavioral Adaptability?* Provides an in-depth insight into what adaptability is, what it is not, and why it's such an important skill to develop for all your relationships.
- 2 Once you know their style and preferences for directness and/or openness**, you can use the *How to Modify Your Directness and Openness* section to adjust these areas when relating to this person. You will be amazed at the difference it makes for your future in that relationship
- 3 To further understand the tension that may exist in the relationship**, you can refer to the *Tension Among the Styles* section and complete the *Tension Among the Styles Worksheet*. Being aware of the differences in preference in pace and priority, and modifying accordingly, can make a big difference in those tension-filled relationships.
- 4 And finally**, use the *How to Adapt to the Different Behavioral Styles* in the last section for valuable coaching in how to deal effectively with people in each of the four major styles.

Overview of the Four Basic DISCstyles

Below is a chart to help you understand some of the characteristics of each of the Four Basic DISC Styles, so you can interact with each style more effectively. Although behavioral style is only a partial description of personality, it is quite useful in describing how a person behaves, and is perceived in personal, social and work situations.

	HIGH DOMINANT STYLE	HIGH INFLUENCING STYLE	HIGH STEADY STYLE	HIGH CONSCIENTIOUS STYLE
PACE	Fast/Decisive	Fast/spontaneous	Slower/Relaxed	Slower/Systematic
PRIORITY	Goal	People	Relationship	Task
SEEKS	Productivity Control	Participation Applause	Acceptance	Accuracy Precision
STRENGTHS	Administration Leadership Pioneering	Persuading Motivating Entertaining	Listening Teamwork Follow-through	Planning Systemizing Orchestration
GROWTH AREAS	Impatient Insensitive to others Poor listener	Inattentive to detail Short attention span Low follow-through	Oversensitive Slows to begin action Lacks global perspective	Perfectionist Critical Unresponsive
FEARS	Being taken advantage of	Loss of social recognition	Sudden changes Instability	Personal criticism of their work efforts
IRRITATIONS	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
UNDER STRESS MAY BECOME	Dictatorial Critical	Sarcastic Superficial	Submissive Indecisive	Withdrawn Headstrong
GAINS SECURITY THROUGH	Control Leadership	Playfulness Others' approval	Friendship Cooperation	Preparation Thoroughness
MEASURES PERSONAL WORTH BY	Impact or results Track records and products	Acknowledgments Applause Compliments	Compatibility with others Depth of contribution	Precision Accuracy Quality of results
WORKPLACE	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured

How to Identify Another Person's Behavioral Style

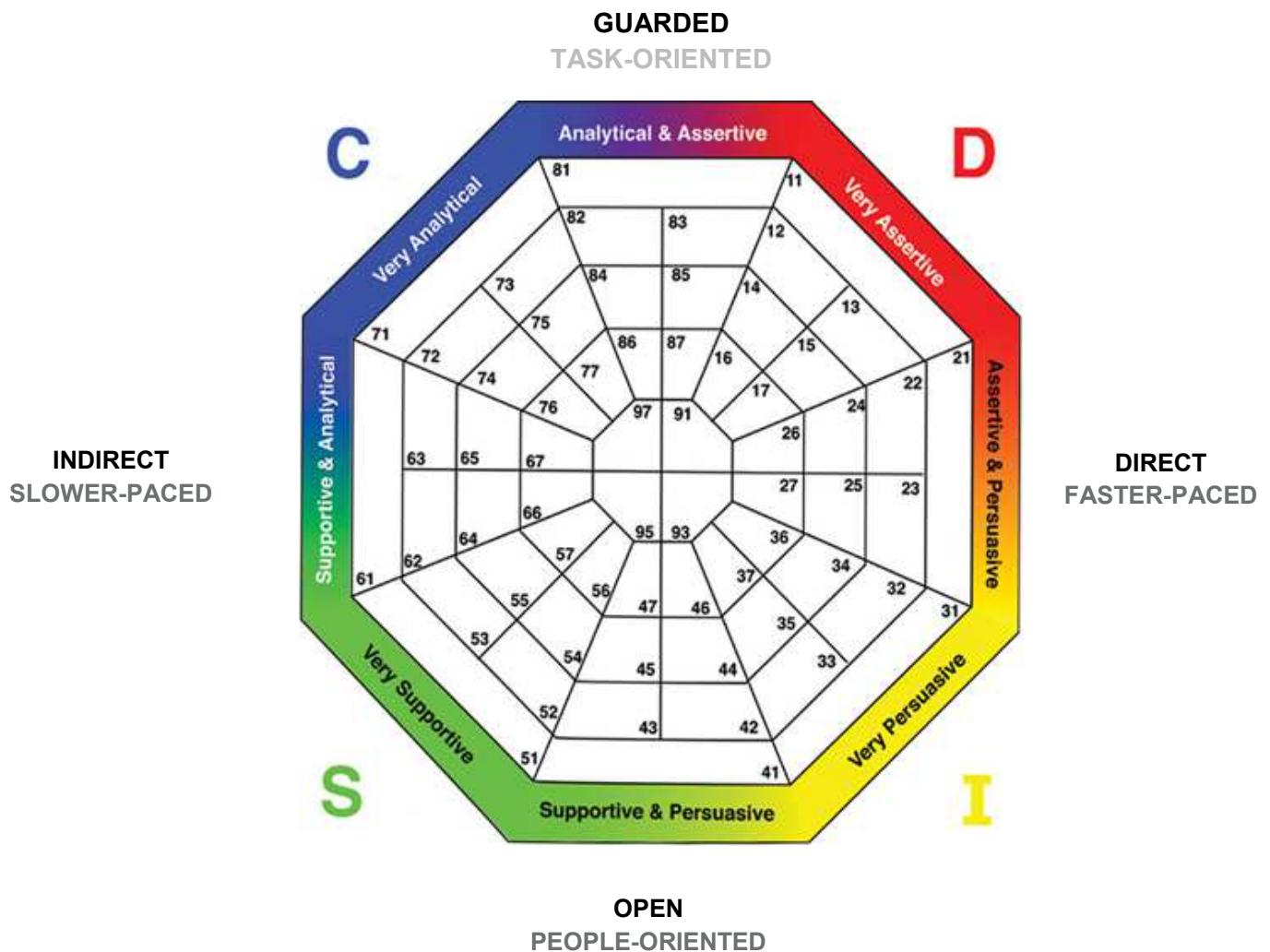
The goal of this section is to learn how to quickly and accurately identify someone's style so you can better understand and be more appropriate interacting with them. First determine the speed of their movements and speech. Are they more **DIRECT** (fast and outgoing)? Or **INDIRECT** (slower, more cautious)? Then are they more **OPEN** (to People) or **GUARDED** (and Task-focused.)

When you combine both scales, you have the following four different behavioral style categories:

Dominant behaviors are Guarded and Direct. *Influence* styles are more Direct and Open.

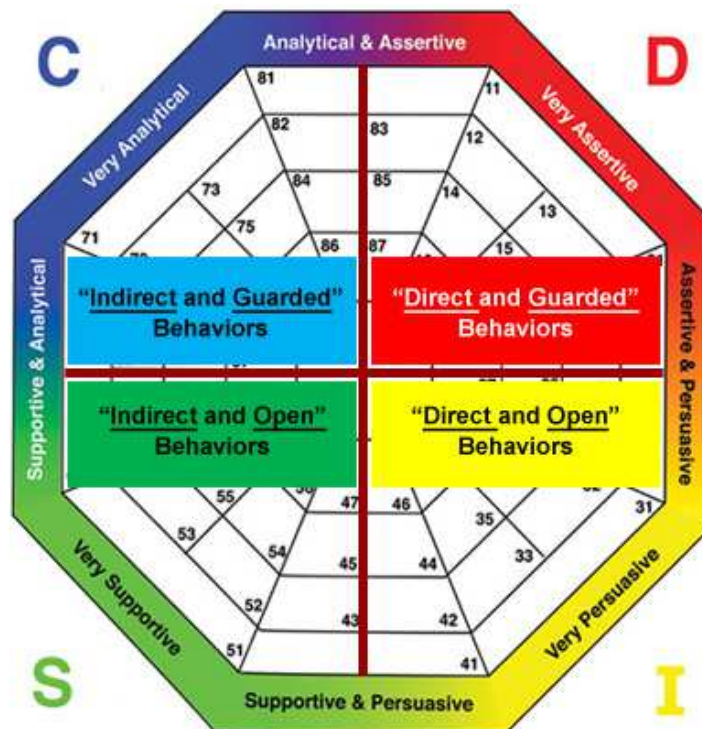
Steadiness behaviors are Open and Indirect. Compliant behaviors are Indirect and Guarded

The Whole Picture



Recognizing another person's Behavioral Style - 2 Power Questions:

1. Are they **DIRECT** or **INDIRECT** in the speed of their communications and actions?
(Directness is the 1st. Predictor of Style. Direct behaviors are plotted on the right in side in this chart.).
2. Are they more **GUARDED** or **OPEN** in their communications?
(Openness is the 2nd. Predictor of Style. Open styles are plotted on the Bottom, Guarded on the Top).



When we integrate both the natural tendency to be either **DIRECT** or **INDIRECT** with the natural tendency to be either **GUARDED** or **OPEN**, we've formed the foundation of and we have the basis for plotting each of the four different behavioral styles:

D = Individuals who typically exhibit *direct & guarded behaviors* define the **Dominant Styles**

I = Individuals who exhibit *direct & open behaviors* define the **Influence/Extroverted Styles**.

S = Individuals who exhibit *indirect & open behaviors* define the **Steadiness/Patient Styles**.

C = Individuals who exhibit *indirect & guarded behaviors* define the **Conscientious/Compliant Styles**.

The plots towards the edge of the diamond reflect **MORE INTENSITY** and those plotting closer to the center reflect **MORE MODERATE INTENSITIES** because more than one style characteristic is above the midline on the graphs.

What is Behavioral Adaptability?

Adaptability is your willingness and ability to adjust your approach or strategy based on the particular needs of the situation and relationship with who you are with at that time. It's something applied more to yourself (to your own patterns, attitudes and habits) than to others.

No one style is naturally more adaptable than another. For any situation, the strategic adjustments that each style needs to make will vary. The decision to employ specific adaptability techniques is made on a case-by-case basis: you can choose to be adaptable with one person, and not so with others. You can choose to be quite adaptable with one person today and less adaptable with that same individual tomorrow. Adaptability concerns the way you manage your own behaviors.

You practice adaptability each time you slow down for a C or S style; or when you move a bit faster for the D or I styles. It occurs when the D or C styles take the time to build the relationship with an S or I style; or when the I or S styles focus on facts or get right to the point with D or C styles. It means adjusting your own behavior to make other people feel more at ease with you and the situation

Adaptability does not mean “imitation” of the other person’s style. It does mean adjusting your openness, directness, pace, and priority in the direction of the other person’s preference, while maintaining your own identity.

Adaptability is important to all successful relationships. People often adopt a different style in their professional lives than they do in their social and personal lives. We tend to be more adaptable at work with people we know less. We tend to be less adaptable at home and with people we know better.

Adaptability at its extreme could make you appear wishy-washy and two-faced. A person who maintains high adaptability in all situations may not be able to avoid stress and inefficiency. There is also the danger of developing tension from the stress of behaving in a “foreign” style. Usually, this is temporary and may be worth it if you gain rapport with others. At the other end of the continuum, no adaptability would cause others to view someone as rigid and uncompromising because they insist on behaving according to their own natural pace and priority.

Effectively adaptable people meet other people’s needs and their own. Through practice, they are able to achieve a balance: strategically managing their adaptability by recognizing when a modest compromise is appropriate, or, when the nature of the situation calls for them to totally adapt to the other person’s behavioral style, they do so. Adaptable people know how to negotiate relationships in a way that allows everyone to win. They are tactful, reasonable, understanding, and non-judgmental.

Your adaptability level influences how others judge their relationship with you. Raise your adaptability level and trust and credibility go up; lower your adaptability level and trust and credibility go down. Adaptability enables you to interact more productively with difficult people and helps you to avoid or manage tense situations. Anyone can treat others the way THEY want to be treated. It takes only awareness – and a commitment to pay attention, ask intelligent questions about what’s important to them; listen, and then apply what you learn!

When you truly “get” someone else and who they are, you are actually honoring them in that communication that they are important to you. On the other hand, expecting others to adapt only to your style has never won friends nor influenced people. The good news is that with the information in this report, the choice – and the opportunity is yours.

How to Modify Your Directness and Openness

In some interpersonal situations, it is sometimes easier to identify another person's **directness** OR **openness**, but not both. In these situations, learn how to practice adaptability, one behavioral dimension at a time. With that in mind, let's look at what you can do to modify YOUR level of Directness or Openness. Then we'll look at some specific guidelines for being more adaptable with all the four styles.

DIRECTNESS

TO INCREASE

- Speak, move and make decisions at a faster pace
- Initiate conversation and decisions
- Give recommendations
- Use direct statements rather than roundabout questions
- Use a strong, confident voice
- Challenge and tactfully disagree, when appropriate
- Face conflict openly, but don't clash with the person
- Increase your eye contact

TO DECREASE:

- Talk, walk and make decisions more slowly
- Seek and acknowledge others' opinions
- Share decision-making
- Be more mellow
- Do not interrupt
- When talking, provide pauses to give others a chance to speak
- Refrain from criticizing, challenging or acting pushy
- When disagreeing, choose words carefully

OPENNESS

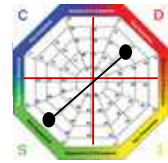
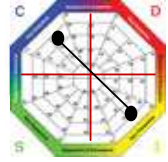
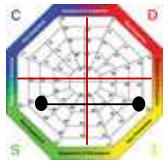
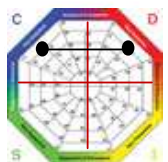
TO INCREASE

- Share feelings; show more emotion
- Respond to the expression of others' feelings
- Pay personal compliments
- Take time to develop the relationship
- Use friendly language
- Communicate more; loosen up and stand closer
- Be willing to digress from the agenda

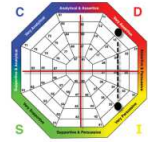
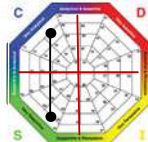
TO DECREASE:

- Get right to the task – the bottom line
- Maintain more of a logical, factual orientation
- Keep to the agenda
- Do not waste the other person's time
- Do not initiate physical contact
- Downplay your enthusiasm and body movement
- Use businesslike language

Tension Among the Styles

Potential Tensions/Disconnects	Plot Points Example
<p>Double Tensions of Patience vs. Urgency AND People versus Task</p> <p><i>Pattern 1: The High S's preferred Patient & Slower Pace with a Primary Focus on People rather than on results and task can conflict with the High D's Sense of Urgency and a focus on Tasks and Results and Now.</i></p>	 <p>High S + High D (Lower Left vs. Upper Right Quadrant)</p>
<p>Double Tensions of Patience vs. Urgency AND People versus Task</p> <p><i>Pattern 2: The High C's lack of Urgency with a Primary Focus on Tasks/Results can conflict with the High I's higher Urgency with a Primary Focus on People vs. Results and Tasks.</i></p>	 <p>High C + High I (Upper Left vs. Lower Right Quadrant)</p>
<p>Patience vs. Urgency Tensions:</p> <p><i>The High S's innate patience can conflict with the High I's Sense of Urgency.</i></p>	 <p>High S + High I (Lower Left vs. Lower Right Quadrant).</p>
<p>Patience vs. Urgency Tensions:</p> <p><i>The High C's focus on exercising patience to assure accuracy and avoid errors can conflict with the High D's focus on results, do it NOW solutions, and immediate action.</i></p>	 <p>High C + High D (Upper Left vs. Upper Right Quadrant)</p>

Tension Among the Styles (Continued)

Potential Tension(s)/Disconnects	Plot Points
<p>People vs. Tasks Tensions</p> <p><i>The High D's focus on Results, Tasks and Action can conflict with the High I's focus on other people, feelings and political correctness.</i></p>	 <p>High D + High I (Upper Right vs. Lower Right Quadrant)</p>
<p>People vs. Tasks Tensions</p> <p><i>The High C's focus on Data, Analysis, Accuracy and Precision can conflict with the High S's focus on other people, teamwork, personal connection and a feeling of 'family'.</i></p>	 <p>High C + High S (Upper Left vs. Lower Left Quadrant).</p>

Tension Among the Styles WORKSHEET

Everybody has a few tension-filled relationships. You can have the highest regard and/or loving feelings toward the person. It seems no matter what you do, your interactions are usually stressful. If this is behavior related, applying **The Platinum Rule**® - Treat others the way THEY want to be treated – may be helpful. Complete this worksheet to gain insights on how to improve the relationship. If you feel comfortable, you may discuss with the other person things you can do to ease the tension.

First, refer to the section on **How to Identify Another Person's Style** and determine their primary behavioral style. Then refer to the **Tension Model** to identify their pace and priority preferences. Next, see which preferences are different than yours and note the strategy you will take to modify your behavior. If both preferences are the same as yours, then determine where you will allow their needs to be placed above yours. For example, if you are a High I with fast-pace and people-oriented preferences and the other person is as well, you might let them have the center stage in times when it is not as important for you. A little give and take will go a long way.

JANE DOE'S INFORMATION

STYLE: C

PACE: Slower-paced

PRIORITY: Goal/Task-oriented

RELATIONSHIP

Name: John Doe

Style: High I

Pace: Faster-paced

Priority: People-oriented

Differences in your styles: Pace and Priority

Strategy: Be more personable, social, upbeat, and faster-paced with John.

RELATIONSHIP 1

Name: _____

Style: _____

Pace: _____

Priority: _____

Difference: _____

Strategy: _____

RELATIONSHIP 2

Name: _____

Style: _____

Pace: _____

Priority: _____

Difference: _____

Strategy: _____

How to Adapt to the **DOMINANT** Style

High D's are time-sensitive so don't waste their time. Be organized and get to the point. Give them relevant information and options that include probabilities of success. Give them written details to read at their leisure — but keep it all on a single page!

The Dominant styles are goal-oriented, so appeal to their sense of accomplishment. Stroke their egos by supporting their ideas and acknowledge their power and prestige. Let the D Style call the shots. If you disagree, argue with facts, not feelings. In groups, allow them to have their say because they are not the type who will take a back seat to others.

With the Dominant Style, in general, be efficient and competent.

AT WORK, HELP THEM TO...

- More realistically gauge risks
- Exercise more caution and deliberation before making decisions
- Follow pertinent rules, regulations, and expectations
- Recognize and solicit others' contributions
- Tell others the reasons for decisions
- Cultivate more attention/responsiveness to emotions

IN SALES AND SERVICE...

- Plan and be prepared, organized, fast-paced, and always get quickly to the point
- Meet them in a professional and businesslike manner
- Learn and study their goals and objectives – what they want to accomplish, how they currently are motivated to do things, and what they would like to change
- Suggest solutions with clearly defined and agreed upon consequences as well as rewards that relate specifically to their goals
- Provide options and let them make the decision, when possible

IN SOCIAL SETTINGS...

- Let them know that you don't intend to waste their time
- Convey openness and acceptance of them
- Listen to their suggestions
- Summarize their achievements and accomplishments
- Give them your time and undivided attention
- Appreciate and acknowledge them when possible

How to Adapt to the **INFLUENCING** Style

The Influencing High I Styles thrive on personal recognition, so pour it on sincerely. Support their ideas, goals, opinions, and dreams. Try not to argue with their pie-in-the-sky visions; get excited about them with them – they will appreciate you for your trust.

Some High I's seem like social-butterflies to others who are not, but people are so important to them they will be late for meetings if someone else needs support. Support them and give them understanding if they are not always on time. They love being with people who have a strong presence, contribute to stimulating and entertaining conversation, jokes, and who are enthusiastic and a sense of aliveness. Avoid rushing them into tasks if their focus is on people. In general, when you are with people with the Influence style, be interested in *them*.

AT WORK, HELP THEM TO...

- Prioritize and organize
- See tasks through to completion
- View people and tasks more objectively
- Avoid overuse of giving and taking advice
- Write things down

IN SALES AND SERVICE...

- Show that you're interested in them, let them talk, and allow your animation and enthusiasm to emerge
- Take the initiative by introducing yourself in a friendly and informal manner and be open to new topics that seem to interest them
- Support their dreams and goals
- Illustrate your ideas with stories and emotional descriptions that they can relate to their goals or interests
- Clearly summarize details and direct these toward mutually agreeable objectives and action steps
- Provide incentives to encourage quicker decisions
- Give them testimonials

IN SOCIAL SETTINGS...

- Focus on a positive, upbeat, warm approach
- Listen to their personal feelings and experiences
- Respond openly and congenially
- Avoid negative or messy problem discussions
- Make suggestions that allow them to look good
- Don't expect great follow-up, detail or long-term commitments. They are better at opening the new.
- Give them your attention, time and presence

How to Adapt to the **STEADY** Style

High S's are relationship-oriented and value warm, genuine relationships, so take things slow, earn their trust, support their feelings, and show sincere interest in them. Talk in terms of feelings, not facts. The S styles don't want to ruffle anyone else's feathers. Give them assurance that everyone will approve of them, their input and their decisions. Give them time to get their co-workers' opinions and never rush or back a Steadiness style into a corner. It is far more effective to apply warmth and patience to get this chicken out of its egg than to crack the shell with a hammer!

With the Steady Style, in general, be non-threatening and sincere.

AT WORK, HELP THEM TO...

- Make use of shortcuts and reduce unnecessary steps
- Track their growth and acknowledge it
- Avoid doing things in the same way
- Realize there is more than one approach to tasks
- Become more open to some risks and changes
- Feel sincerely appreciated
- Speak up and voice their thoughts and feelings
- Modify their tendency to automatically do what others tell them
- Receive and accept others' credit and praise

IN SALES AND SERVICE...

- Get to know them more personally and approach them in a non-threatening, pleasant, friendly, yet professional way
- Develop trust, friendship, and credibility at a relatively slow pace
- Ask them to identify their own emotional needs as well as their task or business expectations
- Get them involved by focusing on the human element... that is, how something affects them and their relationships with others
- Avoid rushing them. Offer personal, concrete assurances and support
- Communicate with them in a consistent manner on a regular basis

IN SOCIAL SETTINGS...

- Focus on a slower-paced, steady approach
- Avoid arguments and conflict
- Respond sensitively and sensibly
- Privately acknowledge them with specific, believable compliments
- Allow them to follow through on concrete tasks
- Show them step-by-step procedures
- Behave pleasantly and optimistically
- Give them stability with a minimum of change

How to Adapt to the **CONSCIENTIOUS** Style

They are time-disciplined, so be sensitive to their schedules. They need details, so give them data. They are task-oriented; so don't expect to become their friend before working with them. Friendship may develop later, but, unlike the Influencing Styles, it is not a prerequisite.

Support the Conscientious Styles in their organized, thoughtful approach to problem solving. Be systematic, logical, well prepared and exact with them. Give them time to make decisions and work independently. Allow them to talk in detail. In work groups, do not expect the C styles to offer to be leaders or to be outspoken contributors, but do appreciate that you can rely on them to research, crunch numbers, and do the detailed groundwork for the group. If appropriate, set guidelines and exact deadlines. The C styles like to be complimented on their brainpower, so recognize their contributions accordingly.

With Compliant, conscientious C's, be thorough, well prepared, detail-oriented, business-like - and patient.

AT WORK, HELP THEM TO...

- Share their knowledge and expertise with others
- Stand up for themselves with the people they prefer to avoid
- Shoot for realistic deadlines and parameters
- View people and tasks less seriously and critically
- Balance their lives with both interaction and tasks
- Keep on course with tasks, less checking
- Maintain high expectations for high priority items, not everything

IN SALES AND SERVICE...

- Prepare so that you can answer as many of their questions as soon as possible
- Greet them cordially, but proceed quickly to the task; don't start with personal or social talk
- Hone your skills in practicality and logic
- Ask questions that reveal a clear direction and that fit into the overall scheme of things
- Document how and why something applies
- Give them time to think; avoid pushing them into a hasty decision
- Tell them both the pros and cons and the complete story
- Follow through and deliver what you promise

IN SOCIAL SETTINGS...

- Use a logical approach
- Listen to their concerns, reasoning, and suggestions
- Respond formally and politely
- Negative discussions are OK, so long as they aren't personally directed
- Privately acknowledge them about their thinking
- Focus on how pleased you are with their procedures
- Solicit their insights and suggestions
- Show them by what you do, not what you say

Building and Maintaining Rapport Throughout the Selling Cycle

There are five definable stages to most every buying cycle. Successfully guiding prospects through each phase will lead to positive outcomes for both of you.

1. Connecting: Understanding DISC styles will have an impact on the impression you make in the first few minutes of a meeting. In that short, precious time, you make or break the sale. In that time, your prospect sizes you up and determines if you are the type of person he or she would like to do business with.

The purpose of making contact with your prospect is to begin opening up lines of communication. Great listeners make the best salespeople... period. Master the skill of effective listening and every other aspect of your relationships will improve.

2. Exploring: The purpose of Exploring is to get an accurate picture of the customer's needs and what it will take to provide an effective solution. To do so, you need to listen to what the customer says as well as know how to ask the right questions to get the information you need.

Asking intelligent questions is a critical sales skill. It does not require asking many questions - just the right ones. Asking questions is similar to painting a picture. You start with a blank canvas and begin to fill in the background and rough in the picture with broad-brush strokes. Then you fill in the details using finer and finer strokes.

3. Collaborating: During this phase, you and your prospect collaborate to find a solution that meets the prospect's needs. It is a process of taking your prospect's ideas and combining them with your own ideas to arrive at a solution that makes sense to both of you. The give-and-take exchange can be thought of as an opportunity to "switch heads" with your prospect. Imagine saying this to your customer: "If you and I could switch heads, that is, if you could know what I know about my product and if I could know what you know about your business, we would both know exactly how to give you the best possible solution for your needs."

That's your goal - to come as close as possible to the perfect knowledge that would allow you to develop the ideal solution for your prospect. To achieve that goal, you need to exchange enough information to fully understand your client's business, industry, trends and challenges; and they have to know as much as possible about your products and services and how they can help them. As you propose a solution, relate it to the prospect's needs discovered in the Explore phase and explain how it will work in your prospect's environment.

4. Confirming: Gaining commitment flows naturally out of the Exploring and Collaborating stages for the DISC salesperson. If you did a thorough job during the first three stages of selling: Contacting, Exploring and Collaborating, the prospect should close.

The Confirming stage is a critical point in building a customer partnership. DISC salespeople do not use fancy closing techniques. You cannot work through all the stages of the sale and then, at the end, try to use a manipulative closing technique to clinch the deal. It doesn't make sense... and it most certainly doesn't work when you're trying to build long-term customer relationships rather than simply closing one-shot sales.

5. Assuring: A great weakness of most salespeople is the way they handle the Assuring phase of the sales process. Most salespeople stop with getting the sales commitment; they disappear from the customer's life, leaving service, installation, training and follow-up to others.

One "old-school" method of selling has an adage that the sale begins when the customer says "no." In direct contrast, the real job of selling starts when the customer says "yes."

Assuring customer satisfaction is a secret ingredient of extraordinary sales success. You will benefit two ways by assuring each customer. First, this assures repeat business. Almost all products have a life cycle and will be replaced or upgraded. Customers have a tendency to return to the salesperson who previously matched them with a product that met their needs and then provided excellent service and follow-up.

Secondly, satisfied customers are excellent sources of referrals. Customers talk. They talk about poor service and they talk about extraordinary service. When they get super service, they refer others to the salesperson who delivered on his or her promises.

Without repeat business and referrals, a salesperson must constantly prospect and cold-call new accounts. That is not the way most salespeople want to spend their lives... and it certainly is not the best way to be successful!

When you start the sales process, you have a chance to begin building a good customer relationship. However, it is only after the sale, when you make sure your customer is satisfied (preferably delighted!), that you really cement the relationship.

Phase 1: BUILDING RAPPORT DURING INITIAL CONTACT

Connecting with "C's"

- "C's" don't care much about social interaction (beyond common courtesy and standard pleasantries), so get to the point.
- Avoid making small talk, except to initially establish your credibility.
- Speak slowly, calmly and economize on words.
- "C's" are precision-oriented people who want to do their jobs in the best possible manner.
- Build your credibility by thinking with your head, not your emotions.
- Before meeting, provide them with a brief overview of the agenda and length of meeting, so they know what to expect.
- Show them logical proof from reliable sources that accurately document your quality, record of accomplishment, and value.
- "C's" tend to be naturally suspicious of those who talk themselves up.

Connecting with "D's"

- "D's" want to know the bottom line.
- Just give them enough information to satisfy their need to know about overall performance.
- They do not want you to waste their time giving them a bolt-by-bolt description of your product, presenting a long list of testimonials from satisfied clients, or getting too chummy with them – always remember that they are Direct and Guarded.
- When you write, call, or meet a "D", do it in a formal, businesslike manner. Get right to the point. Focus quickly on the task.
- Refer to bottom line results, increased efficiency, saved time, return on investment, profits, and so on. In other words, tell him what's in it for him.
- If you plan to sell something or present a proposal to a "D", take care to be well organized, time-conscious, efficient, and businesslike.
- They do not want to make friends with you; they want to get something out of you if they think you have something of value to offer.

Connecting with "S's"

- "S's" are Indirect and Open. However, keep the relationship businesslike until they warm up to you.
- They are concerned with maintaining stability; they want to know step-by-step procedures that are likely to meet their need for details and logical action plans.
- Organize your presentation: list specifics, show sequences, and provide data.
- Treat them with honesty, sincerity, and personal attentiveness.
- Listen patiently to their stories, ideas and answers.
- Express your appreciation for their steadiness, dependability, and cooperativeness.
- Present yourself to be non-threatening, pleasant, friendly, but still professional.
- Develop trust, credibility, and friendship at a relatively slow, informal pace.
- Communicate with them in a consistent manner on a regular basis... especially at the outset.

Connecting with "I's"

- Remember that they are Direct and Open.
- When you meet an "I", shake hands firmly, introduce yourself with confidence, and immediately show personal interest.
- Let him set the pace and direction of the conversation.
- Be an especially attentive listener with "I's".
- Give them positive feedback to let them know that you understand and can relate to their visions, ideas and feelings.
- Tell humorous or unusual stories about yourself, to win their heart.
- Allow them to feel comfortable by listening to their stories, even to the point of talking about topics that may stray from the subject.
- Since "I's" typically enjoy talking about themselves, ask questions about them, but be prepared for lengthy answers. Plan to have as many meetings as necessary to build the relationship and gather information.

Phase 2: MAINTAINING RAPPORT IN THE EXPLORING STAGE

Exploring with “C’s”

- “C’s” don’t care much about social interaction (beyond common courtesy and standard pleasantries), so get to the point.
- “C’s” often like to answer questions that reveal their expertise, so they can be very good interviewees.
- As long as you ask logical, fact-oriented, relevant questions, they will enjoy speaking with you.
- Phrase your questions to help them give you the right information.
- Ask open and closed questions that investigate their knowledge, systems, objectives and objections.
- Make your own answers short and crisp.
- If you do not know the answer to something, do not fake it. Tell them you’ll get the answer for them by a certain time, and then do it.

Exploring with “D’s”

- To head off the “D’s” impatience before it surfaces, keep your conversations interesting by alternately asking questions and offering relevant information.
- “D’s” need to view the meeting as purposeful, so they want to understand where your questions are leading.
- When asking a “D” question, make them as practical and logical as possible. Aim questions at the heart of the issue and ask them in a straightforward manner.
- Only request information that is unavailable elsewhere.
- When gathering information, ask questions showing you have done your homework about their desired results and current efforts.
- Be sure to make queries that allow him to talk about his business goals.
- Gear your exploring toward saving D’s time and energy.

Exploring with “S’s”

- “S’s” can be excellent interviewees, so talk warmly and informally and ask gentle, open questions that draw them out (especially around sensitive areas).
- Show tact and sincerity in exploring their needs.
- If they do not have a good feeling about your product, company, or even you, they are not likely to take the chance of hurting your feelings by telling you so.
- They want to avoid confrontations, even minor ones. So “S’s” may tell you what they think you want to hear, rather than what they really think.
- They may not tell you about their dissatisfaction with your competitors. Even though this is exactly what you want to hear, the “S” may be hesitant about saying anything negative about them.
- Allow for plenty of time (possibly multiple meetings) for “S’s” to open up to you and reveal their innermost desires and pains.
- The more time you spend with an “S” exploring, the higher the odds you’ll be landing them as a customer.

Exploring with “I’s”

- “I’s” get bored quickly when they’re not talking about themselves.
- Strike a balance between listening to their life’s stories and gathering the information you need to be an effective sales consultant.
- When asking business questions, keep them brief. If you can, work these exploratory questions in with social questions.
- The better your relationship with an “I” is, the more willing he’ll be to cooperate and talk about the task at hand.
- “I’s” can be so open they may tell you their fondest hopes and aspirations. If you can demonstrate how your product or service can get them closer to their dreams, they may become so excited about your product—and you—that they’re likely to sell you and your products and services to everyone else in their organization.

Phase 3: MAINTAINING RAPPORT IN THE COLLABORATING STAGE

<p><u>Collaborating with “C’s”</u></p> <ul style="list-style-type: none"> • Emphasize accuracy, value, quality and reliability. • They dislike talk not backed up by evidence. • Describe a process will produce the results they seek. • Elicit specific feedback by asking, “So far, what are your reactions?” or “Do you have any questions that you’d like me to clear up?” • Present your solution that shows them they’ll be correct in making the purchase. • Base your claims on facts, specifications and data that relate specifically to their needs. • “C’s” are cost-conscious; increase their perceived value with facts and ROI data. • “C’s” are the likely to see the drawbacks, so point out the obvious negatives before they do. Let them assess the relative trade-offs when choosing between competing (yet imperfect) products or services 	<p><u>Collaborating with “D’s”</u></p> <ul style="list-style-type: none"> • Your presentation must be geared toward the “D’s” priorities. • Gear your presentation toward how they can become more successful, save time, generate results, and make life easier and more efficient; you’ll get their attention. • Zero in on the bottom line with quick benefit statements. • They want you to do the analysis and lay it out for them to approve or reject. • “D’s” like rapid, concise analyses of their needs and your solutions. • “D’s” like being in control, so give them choices backed with enough data and analysis to allow them to make an intelligent decision. • Then, be quiet and let them make their decision. If you speak or interrupt while they are buying, you will dramatically decrease the odds of making this sale.
<p><u>Collaborating with “S’s”</u></p> <ul style="list-style-type: none"> • Show how your product or service will stabilize, simplify, or support the “S’s” procedures and relationships. • Clearly define their roles and goals in your suggestions, and include specific expectations of them in your plan. • Present new ideas in a non-threatening way. • Provide them time to adjust to changes in operating procedures and relationships. • When change becomes necessary, tell them why. Explain how long the changes will take and any interim alterations of the current conditions. • Design your message to impart a sense of stability and security. • “S’s” like to be shown the appropriate steps to follow, so share those with them. • Involve them by asking their opinions and encourage them to give you feedback. 	<p><u>Collaborating with “I’s”</u></p> <ul style="list-style-type: none"> • Show how your product would increase the “I’s” prestige, image, or recognition. • Talk about the favorable impact or consequences your suggestions will have in making their working relationships more enjoyable. • Give them incentives for completing tasks by stressing how their contribution will benefit others and evoke positive responses from them. • Presentations need impact for people with short attention spans, so involve as many senses as possible. • Show them how your solution will save them effort and make them look good. • Back up your claims with testimonials from well-known people or high-profile corporations. • Name satisfied acquaintances they know and admire. • Sprinkle in “visualizing future ownership” questions, such as: “If you were already running this software, how would you use it?”

Phase 4: MAINTAINING RAPPORT IN THE CONFIRMING STAGE

Confirming with "C's"

- Emphasize accuracy, value, quality and reliability.
- Provide logical options with appropriate documentation and time to analyze their options.
- They're uncomfortable with snap decisions and when they say they will think about it, they mean it!
- If pressured by people or excessive demands, they may use "I'll think about it," as a stalling tactic.
- "C's" are educated, logical, comparative "shoppers." Know your competition so you can point out your advantages relative to the competition in a factual, professional way. Mention your company's strengths as you suggest questions they may want to ask your competitors that allows them to do a comparative cost-benefit analysis of the options and solutions.
- Be willing to explore the subject of a conditional, "pilot program" as a way of reducing their risk.

Confirming with "D's"

- With "D's", you come right out and ask if they are interested. A "D" will often tell you "yes" or "no".
- You can easily lose the attention and/or interest of a "D" by presenting your information too slowly or by spending too much time discussing minute details.
- When you draw up a commitment letter, don't spend too much time on points the "D" may not care about.
- Present them with options and probable outcomes. "D's" like to balance quality with cost considerations, so offer options with supporting evidence and leave the final decision to them.
- We have found that it is effective to present a "D" with two or three options. Provide a short summation of each option, along with your recommendation of each.
- While the "D" is reviewing your proposal, don't interrupt them. The odds are high that they will find an option that appeals to them and closing the deal themselves.

Confirming with "S's"

- "S's" are slower, deductive decision makers who listen to the opinions of others and take the time to solicit those opinions before deciding. So, make a specific action plan and provide personal guidance, direction or assurance as required for pursuing the safest, most practical course to follow. Arm them with literature, case studies and any documentation available, because they'll be "selling" your proposal to others within their organization.
- When you do reach agreement, carefully explore any potential areas of misunderstanding or dissatisfaction.
- "S's" like guarantees that new actions will involve a minimum risk, so offer assurances and support.
- Try not to rush them, but do provide gentle, helpful nudges to help them decide (when needed).
- Involve them by personalizing the plan and showing how it will directly benefit them and others.
- When asking for a commitment, guide them toward a choice if they seem indecisive.

Confirming with "I's"

- Show how your product would increase the "I's" prestige, image, or recognition.
- Be open and ask, "Where do we go from here?" or "What's our next step?"
- If they like something, they buy it on the spot (all other things being equal).
- You may have to slow them down because they also tend to overbuy and/or buy before weighing all the ramifications; behaviors that both of you may live to regret.
- "I's" dislike paperwork and details so they are likely to hesitate, and even procrastinate, when it comes to spending the time required on a contract.
- Have a written agreement prepared due to their tendency to be unclear about procedures, responsibilities and expectations.
- Make sure that you agree on the specifics in writing or, later on, you can almost bet on some degree of misunderstanding and/or disappointment.

Phase 5: MAINTAINING RAPPORT IN THE ASSURING STAGE

<p style="text-align: center;"><u>Assuring "C's"</u></p> <ul style="list-style-type: none"> • Set a specific timetable for when and how you will measure success with the "C". Continue proving your reliability, quality and value. • Make yourself available for follow-up on customer satisfaction and ask for specific feedback on the product or service performance record. • If you have tips for improved usage or user shortcuts, email them to your "C" customers. • You should also ask for their ideas and opinions for how to improve your products and/or services. • When they offer you their suggestions, get back to them about how your company is incorporating their ideas into upgrades into future upgrades, revisions or new products. 	<p style="text-align: center;"><u>Assuring "D's"</u></p> <ul style="list-style-type: none"> • "D's" usually do not look for personal relationships at work due to their focus on accomplishing tasks. • With "D's," do not rely on past sales to ensure future purchases. Follow up to find out if they have any complaints or problems with your product. If they do have complaints, address them immediately. • Impress upon your customer your intent to stand behind your product or service. • Stress that you will follow-up without taking much of their time. • You may also want to offer a money-back guarantee. • Whatever the promise, make sure you deliver everything you offer!
<p style="text-align: center;"><u>Assuring "S's"</u></p> <ul style="list-style-type: none"> • Follow-up consistently with an "S". • Give them your personal guarantee that you will remain in touch, keep things running smoothly, and be available on an "as needed" basis. • "S's" like to think they have a special relationship with you; that you are more than just another business acquaintance; they prefer a continuing, predictable relationship. • Give them your cell number, along with an invitation to call you any time with any concern. They will rarely use it, but will feel secure knowing it's available to them. • They dislike one-time deals, so follow up to maintain your relationship. • Impersonal, computerized follow-up is not very appealing to "S's", so continue building your relationship with low-key, personalized attention and assistance. 	<p style="text-align: center;"><u>Assuring "I's"</u></p> <ul style="list-style-type: none"> • "I's" frequently buy before they're sold which may lead to buyers' remorse. • "I's" can benefit from ongoing reminders that they have made the right decision. • Reinforce their decision by giving plenty of assistance immediately after the sale. • Be certain they actually use your product or they may get frustrated from incorrect usage and either put it away or return it for a refund. • Since they mingle with so many people, you can even ask "I's" if they'd be willing to share their glowing testimonials about you and your product with others. • If they are feeling smart for using your product or service, most "I's" will give you more referrals than the other three styles combined!

Phase	With D's	With I's	With S's	With C's
Connecting	<ul style="list-style-type: none"> • Skip small talk • Lead with the main point • Show up fully prepared 	<ul style="list-style-type: none"> • Allow for time and stories before turning focus to business at hand • Let them set the pace of the conversation 	<ul style="list-style-type: none"> • Stick to business until they warm up to you • Don't rush into agenda first • Take an active interest in them 	<ul style="list-style-type: none"> • Skip small talk • Bring an agenda • Remain cool, calm and professional
Exploring	<ul style="list-style-type: none"> • Let him/her know where the questions are headed • Only ask for information that's unavailable elsewhere • Answer their questions directly 	<ul style="list-style-type: none"> • Alternate questions between them personally and business • Gently guide them back to the topic • Keep the focus on their vision and goals 	<ul style="list-style-type: none"> • Be sincerely interested in their answers • Never interrupt them • Ask nonthreatening questions to draw them out over time 	<ul style="list-style-type: none"> • Ask questions that reveal their expertise • Keep the questions focused on the topic • Alternate open and closed-ended questions
Collaborating	<ul style="list-style-type: none"> • Make any presentation brief • Focus on the bottom line and/or time savings • Provide concise analysis of needs along with your professional recommendations 	<ul style="list-style-type: none"> • Involve as many senses as possible • Ask for their ideas often • Sprinkle in testimonials • Provide incentives for making decisions • Show how the solution enhances their image and/or saves them effort 	<ul style="list-style-type: none"> • Show how solution will simplify, add stability or support their goals • Present new ideas in a non-threatening way • Never rush them, but provide gentle, helpful nudges toward a decision 	<ul style="list-style-type: none"> • Emphasize value, accuracy, precision, quality and reliability • Stick to facts and logic; attempt to reduce risks when possible • Never pressure for any decision • Remain cool and emotionally detached
Confirming	<ul style="list-style-type: none"> • Flat out ask if they are interested • Present two or three options with recommendations and summaries • Be quiet while they review and decide 	<ul style="list-style-type: none"> • Openly ask, "Where do you see us going next?" • Be ready to take their order • Slow them down if they're buying too quickly • Do the paperwork for them 	<ul style="list-style-type: none"> • They are slow decision makers and like to consult opinions of others • Don't press for a decision • Focus on a guarantee if relevant 	<ul style="list-style-type: none"> • Provide logical options with documentation • Give them both time and space to make their decisions • Point out any glaring downside to deal if one exists • Suggest a pilot program or warranty to reduce risk
Assuring	<ul style="list-style-type: none"> • Follow-up to ensure they're 100% satisfied with solution • Keep the relationship all business • Make certain you deliver on every small promise 	<ul style="list-style-type: none"> • Reinforce their decision by providing ample assistance after the sale • Make sure they don't get frustrated (they don't read instructions) • Help them use the product/service to reduce anxiety 	<ul style="list-style-type: none"> • Provide consistent follow-up along with personal assurances • Give them private phone number to reach you • Remind them that you also desire a long-term business relationship 	<ul style="list-style-type: none"> • Share your process and/or timetable for your follow-up • Double-check their method for measuring satisfaction • Email them ideas and shortcuts • Reinforce value, quality and reliability.

TAKING OWNERSHIP OF YOUR DESTINY

Imagine what would have happened if you had successfully applied the principles and practices of *Platinum Rule Selling* ten years ago... or even five years ago? Well, hundreds of thousands of people like you have already used these principles and experienced dramatic increases in sales volumes, more satisfaction in their dealings with customers and co-workers (family and friends, also!), and greater awareness of their own strengths and weaknesses. Many people report that they no longer feel like “just a salesperson”; they feel, behave and are treated like a *trusted advisor*. They have an increased ability to help people find solutions to their problems and are more adept at identifying new opportunities.

For you to also share in the pleasure from experiencing these benefits, we encourage you to get started this very minute. First, think about the goals you want to accomplish in the next year... the next month... the next week... even by the end of today! Develop a plan to meet those goals using **The Platinum Rule – Do Unto Others as They Would Have You Do Unto Them** - and the other principles that make up the **DISC Selling Strategies**.

Accept the Challenge

This first step requires your *personal commitment* to this challenge and your *belief* in these principles and putting them to work for you. Of course, any skill takes practice, and you cannot realistically expect to put all of them into effect immediately. However, the minute you start to sell people they want *they* want to buy, you'll start to see immediate results.

Commit to Growth

“Change is inevitable... growth is optional.” We love that saying because it's true. Right now, you have the option to take this moment and make a life-changing decision. You may decide to *keep learning* about yourself, your strengths and weaknesses, how you make decisions, how you come across to other people, etc... You may decide to learn more about DISC styles and apply your new knowledge in other relationships beyond selling - relationships with your co-workers, children, spouse and/or family.

Hopefully, you may decide to use this report as a jumping-off point for a new direction in your career. If that thought excites you, we urge you to learn more about how DISC may be applied in all phases of business: prospecting, networking, marketing, communications, customer service, referral building, client loyalty, hiring, management, leadership, etc... We offer programs, technology, books, CD's, DVD's, self-paced online courses, speeches, and on-site workshops that are all specifically designed to help you apply this amazing concept in key facets of your business and your life.

Here's wishing you continued success!

I Have my DISC Profile. Now What...?

Now that you are aware of the differences in style, you will start to see signs of style everywhere.

Take the opportunity to use this information to open up meaningful dialogues about your own and their profiles with others and see how those relationships improve.

There is a lot of information in it and it is not meant to be digested in just one reading. Your report is filled with information about your own and each of the four primary behavioral styles that will become more and more valuable the more you apply it, so keep it close at hand as a valuable reference manual.

Have fun making a few minor changes in your behavior and experiencing behavioral flexibility. Notice where you have been doing something the same way your entire life so practice moving up or down on the Word Sketch columns and experience the results.

Remember The Platinum Rule®: *“Treat others the way **THEY** want to be treated”* and look forward to enjoying much more success in all your relationships!

Additional Resources on DISC

FREE RESOURCES

- **Regular, free live 75 minute Q&A teleseminar sessions by Carol Dysart, “the DISC Guru” and DISC expert.** Open to all DISCstyles™ profile users, take advantage of learning from a DISC Master on any questions about DISC in general or on questions about what something means in your report. Learn how you can apply DISC distinctions in business situations, sales, leadership and any type of relationships. To be notified of the next calls in your time zone, **register and submit your questions at <http://AskCarol.TheDISCGuru.com>.**
- ***The DISC eWorkbook*** - Discover which style seeks power and which one wants results. Who loves consistency and who fears change? This knowledge shows you how to sell your ideas and win people over. Use the DISC eWorkbook to put yourself and your projects in the best position to win.
Download at <https://www.e-junkie.com/ecom/gb.php?c=cart&i=1248217&cl=244896&ejc=2>
- ***The PeopleSmart in Business eBook*** - Discover who seeks recognition and who wants results. Who loves consistency and who fears change? This knowledge shows you how to sell your ideas and win people over. You'll be able to reach the unreachable. When a job needs to be done—use your People Smarts to pick the right person for the job. And put yourself and your projects in the best position to win.
Download at <https://www.e-junkie.com/ecom/gb.php?c=cart&i=1248219&cl=244896&ejc=2>

ADDITIONAL DISC PRODUCTS – see <http://www.alessandra.com/tadisc.asp>

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