



	DOMINANCE	INFLUENCE	STEADINESS	COMPLIANCE
Characteristics:	Active, Forceful, Direct	Talkative, Emotional, Impulsive	Agreeable, Cooperative, Friendly	Detail-Oriented, Careful, Thorough
Values:	Challenge, Achievement	Affiliations, Optimism	Relationships, Security	Credibility, Accuracy
Dislikes:	Wasting Time, Indecision	Negativity, Being Left Out	Conflict, Change	Low Standards, Non-Compliance
Will Avoid	Being Taken Advantage of	Social Rejection	Loss of Stability	Criticism of Their Work
Under Stress:	Impatient, Argumentative	Disorganized, Self-Promoting	Possessive, Withdrawn	Overly Critical, Fearful
Decisions Are Based On:	Quick Results	Spontaneous Excitement	Thoughtful Consequences	Deliberate Facts
Take Time To Be:	Efficient	Stimulating	Agreeable	Correct
Give Them:	Options, Probabilities	Testimonials, Incentives	Guarantees, Assurances	Evidence, Details
Quick Indicators:	<ul style="list-style-type: none"> - Fast-Paced - Task-Oriented - Extroverted 	<ul style="list-style-type: none"> - Fast-Paced - People-Oriented - Extroverted 	<ul style="list-style-type: none"> - Slow-Paced - People-Oriented - Introverted 	<ul style="list-style-type: none"> - Slow-Paced - Task-Oriented - Introverted
Do:	<ul style="list-style-type: none"> - Be clear, specific, brief, and to the point - Stick to business and the facts - Come with support materials and rationale 	<ul style="list-style-type: none"> - Provide a warm and friendly environment - Put details in writing and follow up - Ask for input and listen to ideas 	<ul style="list-style-type: none"> - Show sincere interest in them - Present case softly, non-threatening - Ask “how” questions to draw out opinions 	<ul style="list-style-type: none"> - Prepare your “case” in advance - Be accurate and objective - Follow rules and regulations
Don’t:	<ul style="list-style-type: none"> - Tell stories or share unwanted details - Leave loopholes or cloudy issues - Appear disorganized or scattered 	<ul style="list-style-type: none"> - Be curt, cold, or tight-lipped - Control the conversation - Drive on facts, figures, and data 	<ul style="list-style-type: none"> - Overload them with “to-dos” - Be domineering or demanding - Force them to respond quickly 	<ul style="list-style-type: none"> - Be too emotional, casual, or loud - Push too hard or have unrealistic deadlines - Exaggerate or “shoot from the hip”



BEHAVIORAL SELLING SKILLS - C

C - COMPLIANT

STEP 1

Know Yourself: "C" Salesperson

- Knows data
- May over use data, over-evaluate
- Needs more enthusiasm
- May have trouble selling products below their own standards
- Well organized
- Good service
- Analysis paralysis

STEP 2

Read the Person You Are Speaking With:

Extroverted:

Friendly - I
Direct - D

Introverted:

Cooperative - S
Analytical - C

BEHAVIORAL STYLE MATCH (BSM):

1 - Excellent
2 - Good

3 - Fair
4 - Poor

STEP 3

Use The Chart Below When You Are Selling to:

D BSM - 4	S BSM - 1
<p>The D is looking for: RESULTS</p> <ul style="list-style-type: none"> • Touch upon high points of facts and figures • Do not "over-data" • Move quickly • Be brief, to the point • Satisfy their strong ego • Allow them to "win" (you win, too) 	<p>The S is looking for: SECURITY</p> <ul style="list-style-type: none"> • Move slowly • Provide facts and figures • Do not over-control, be too pushy • Provide assurances • Develop trust • Focus on reliability and service • Personal talk allowed
I BSM - 4	C BSM - 1
<p>The I is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> • Focus on people; be friendly and fun • Listen to them as they talk • Ask questions • Show excitement about products • Close earlier than normal 	<p>The C is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give data • Remain in control • Examine positives and negatives • Close earlier than you would expect • Follow through on promises • Provide evidence



BEHAVIORAL SELLING SKILLS - S

S - STEADINESS

STEP 1

Know Yourself: S Salesperson

- Natural salesperson, personable
- Steady and dependable
- Easily discouraged, low confidence
- Great on follow-through (may over service)
- May give away \$\$\$ under pressure
- More enthusiasm may be needed
- May over use facts
- May wait too long to close

STEP 2

Read the Person You Are Speaking With:

Extroverted:

Friendly - I
Direct - D

Introverted:

Cooperative - S
Analytical - C

BEHAVIORAL STYLE MATCH (BSM):

1 - Excellent

2 - Good

3 - Fair

4 - Poor

STEP 3

Use The Chart Below When You Are Selling to:

D	BSM - 3	S	BSM - 1
The D is looking for: RESULTS <ul style="list-style-type: none"> • Be confident; don't be intimidated • Close sooner than normal • Disagree with facts, not person • Do not be overpowered by them • Let them win (you win too) • Move faster than normal • Come on as strong as "D" is, but friendly 		The S is looking for: SECURITY <ul style="list-style-type: none"> • Give them the facts • Provide the assurances they need • Be yourself • Close when you feel you have their trust • Assure them of the right decision • Introduce them to managers, service managers, etc. • Follow up after the sale 	
I	BSM - 2	C	BSM - 1
The I is looking for: THE EXPERIENCE <ul style="list-style-type: none"> • Allow them to talk, but keep focus • Provide minimal product info • Provide follow up • Give recognition • Have fun with them • "Jump" to close when ready 		The C is looking for: INFORMATION <ul style="list-style-type: none"> • Answer questions with facts • Do not be too personal • Be direct and friendly • Do not touch them • Give them their space • Do not fear their skeptical nature • Follow through on details • Give information, then close 	



BEHAVIORAL SELLING SKILLS - D

D - DOMINANT

STEP 1

Know Yourself: D Salesperson

- Results oriented
- Wants to close fast
- Argumentative
- May try to overpower the person
- Likes to win
- May not follow up properly
- May be unprepared
- Can handle several customers at once

STEP 2

Read the Person You Are Speaking With:

Extroverted:

Friendly - I
Direct - D

Introverted:

Cooperative - S
Analytical - C

BEHAVIORAL STYLE MATCH (BSM):

1 - Excellent
2 - Good

3 - Fair
4 - Poor

STEP 3

Use The Chart Below When You Are Selling to:

D	BSM - 2	S	BSM - 3
<p>The D is looking for: RESULTS</p> <ul style="list-style-type: none"> • Be direct • Give alternatives • Make sure you let them win (make sure you win, too) • Disagree with facts • Enjoy the “combat” • Don’t try to build a friendship • Do not dictate to them • Move quickly; they decide fast • Do not try to overpower them 		<p>The S is looking for: SECURITY</p> <ul style="list-style-type: none"> • Slow down presentation • Build trust • Focus on people • Give them the facts they need • Provide a logical presentation • Get “little” agreements • Listen carefully • Show sincerity in presentation • Don’t control or dominate • Do not close fast 	
I	BSM - 2	C	BSM - 4
<p>The I is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> • Be personal, friendly • Slow down, take time • Joke around and have fun • Allow them to talk • Provide recognition • Don’t talk down to them • Talk about people • Follow up often 		<p>The C is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give them the data • Do not touch them • Be patient, slow • Use flyers with data • Give more info than you’d like • Keep control • Do not talk personally • Do not be pushy 	



BEHAVIORAL SELLING SKILLS - I

I - INFLUENCER

STEP 1

Know Yourself: I Salesperson

- Social
- People-oriented lack of attention to detail
- May over-promise
- May be “too talkative”
- May close too slowly, or not at all
- Enthusiastic
- Wordy, non-logical presentation

STEP 2

Read the Person You Are Speaking With:

Extroverted:

Friendly - I
Direct - D

Introverted:

Cooperative - S
Analytical - C

BEHAVIORAL STYLE MATCH (BSM):

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STEP 3

Use The Chart Below When You Are Selling to:





D BSM - 2	S BSM - 3
<p>The D is looking for: RESULTS</p> <ul style="list-style-type: none"> • Do not touch • Stay business-like • Be direct and to the point • Do not over-promise • Do not joke • Let them win (you win also) • Confidently close, not allowing them to overpower you 	<p>The S is looking for: SECURITY</p> <ul style="list-style-type: none"> • Give them the facts • Slow down • Be friendly, personal and earn their trust • Provide assurances of your promises • Get “little” agreements • Let them talk; you ask questions • Take necessary time before closing • Follow up after the sale
I BSM - 2	C BSM - 4
<p>The I is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> • Have fun • Don't waste too much time talking • Make sure you close • Give them the recognition • Let them talk more than you 	<p>The C is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Keep your distance • Do not touch them • Give them the facts, figures and proof • Do not waste time • Do not be personal • Be friendly and direct • Answer all questions, then close • Be concerned with details



BEHAVIORAL SELLING SKILLS - BODY LANGUAGE

Salesperson Do's	Salesperson Don'ts
DO: <ul style="list-style-type: none"> • Relax position, lean back in chair • Maintain friendly eye contact • Nod your head in agreement • Pause before answering a question or objection • Sit close to "I" and "S", sit across from "D" and "C" • If standing: Move around, gesture, open arms • Give more space to "D" and "C" • Use forearm or back touch with "I" and "S" • Raise or lower your voice for effect • Frown thoughtfully 	DON'T: <ul style="list-style-type: none"> • Close your arms in front of you • Perch on your chair • Touch "D" or "C" • Jingle coins or doodle with things • Twist ear or stroke chin • Tug nose • Sit across from the "I" or "S"

Buyer's Eye Language: An emotionally-charged person blinks more.

Seating Positions & DISC	Impacting/Influential Communication
<p>X - Salesperson - Desk</p> <p>D I X S C</p> <p></p>	<p> 55% Gestures</p> <p> 38% Tone</p> <p> 7% Words</p>

Buying Signals		
<ul style="list-style-type: none"> • Bites lip/furrows brow • Calls friend for advice • Rubs chin • Handles contract • Scratches head • Taps with pen • Half closes eyes 	<p><i>"I'm defensive."</i></p> <ul style="list-style-type: none"> • Arms crossed • Face drawn • Body rigid and tight • Leaning back 	<p><i>"I disagree."</i></p> <ul style="list-style-type: none"> • Set jaw • Shaking head from side to side • Narrowed eyes
<p>Smiles</p> <p>A real smile reaches the eyes. A false smile reaches the lips only.</p>	<p><i>"I'm losing interest."</i></p> <ul style="list-style-type: none"> • Broken eye contact • Slouching in chair • Checking watch • Changing posture • Turning away body 45° to 90° • Sighing 	<p><i>"You're too close."</i></p> <ul style="list-style-type: none"> • Body block • Physical retreat • Leg swinging or tapping • Legs crossed away from you • Broken eye contact