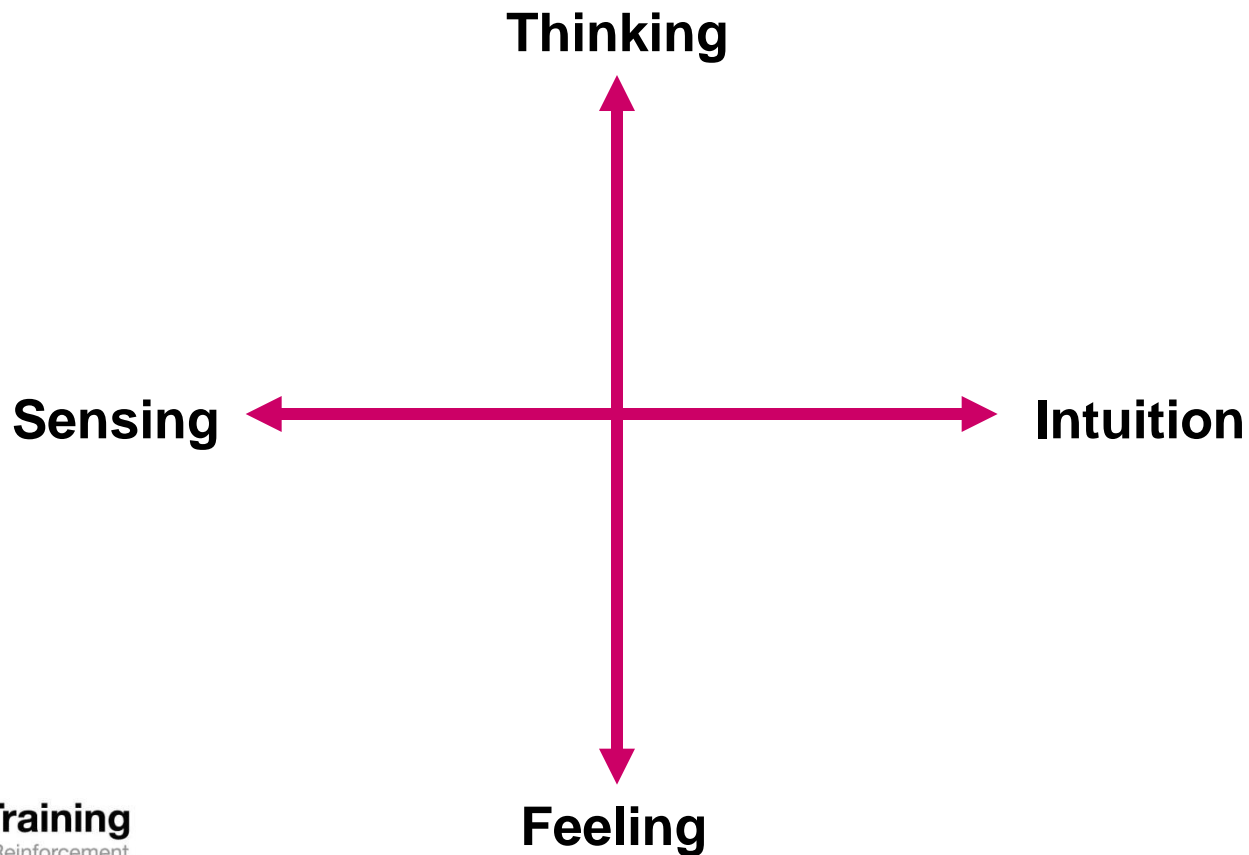


DISC Behavioral Styles

Understanding and Communicating
Effectively with your Prospect,
Customer, or Colleague

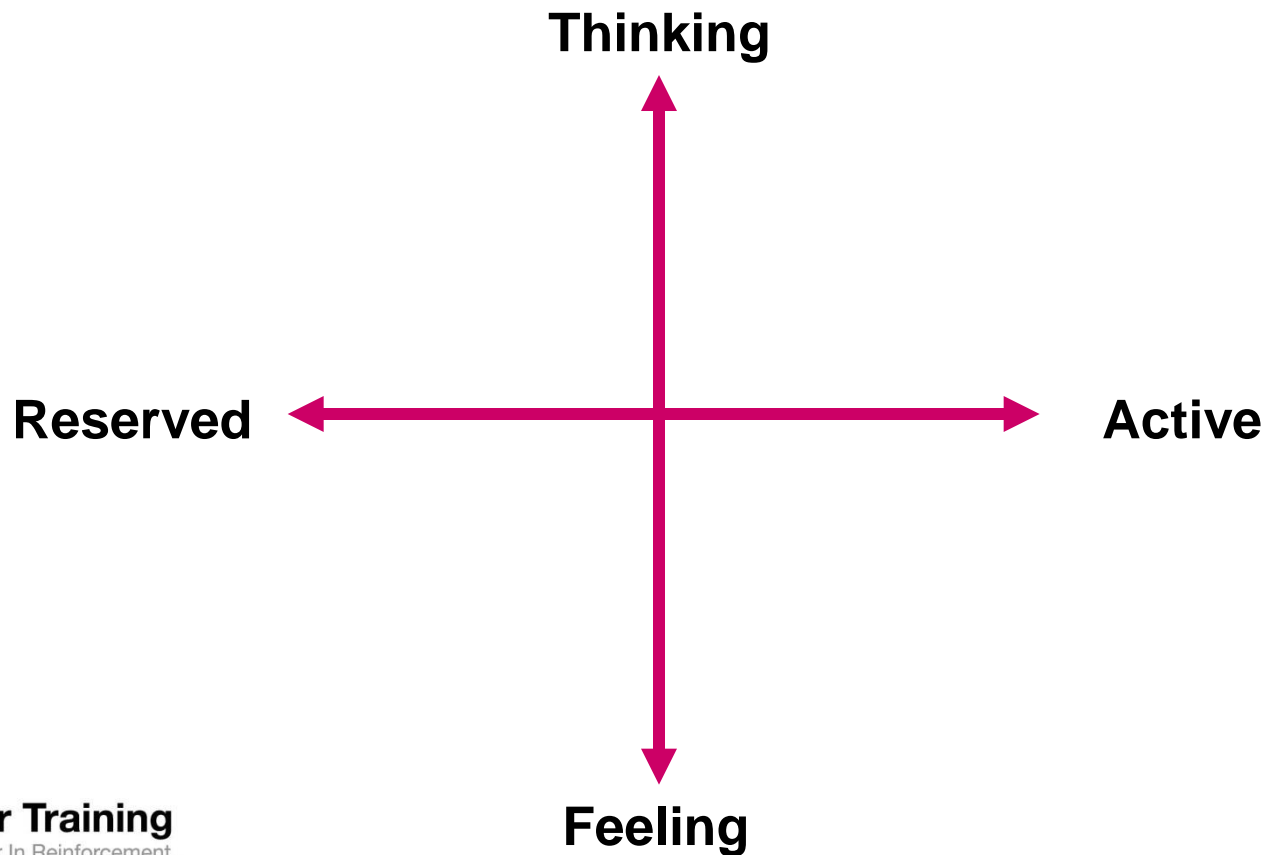
Extended DISC[®] Theory

- To better understand human behavior, a model was developed using two axes



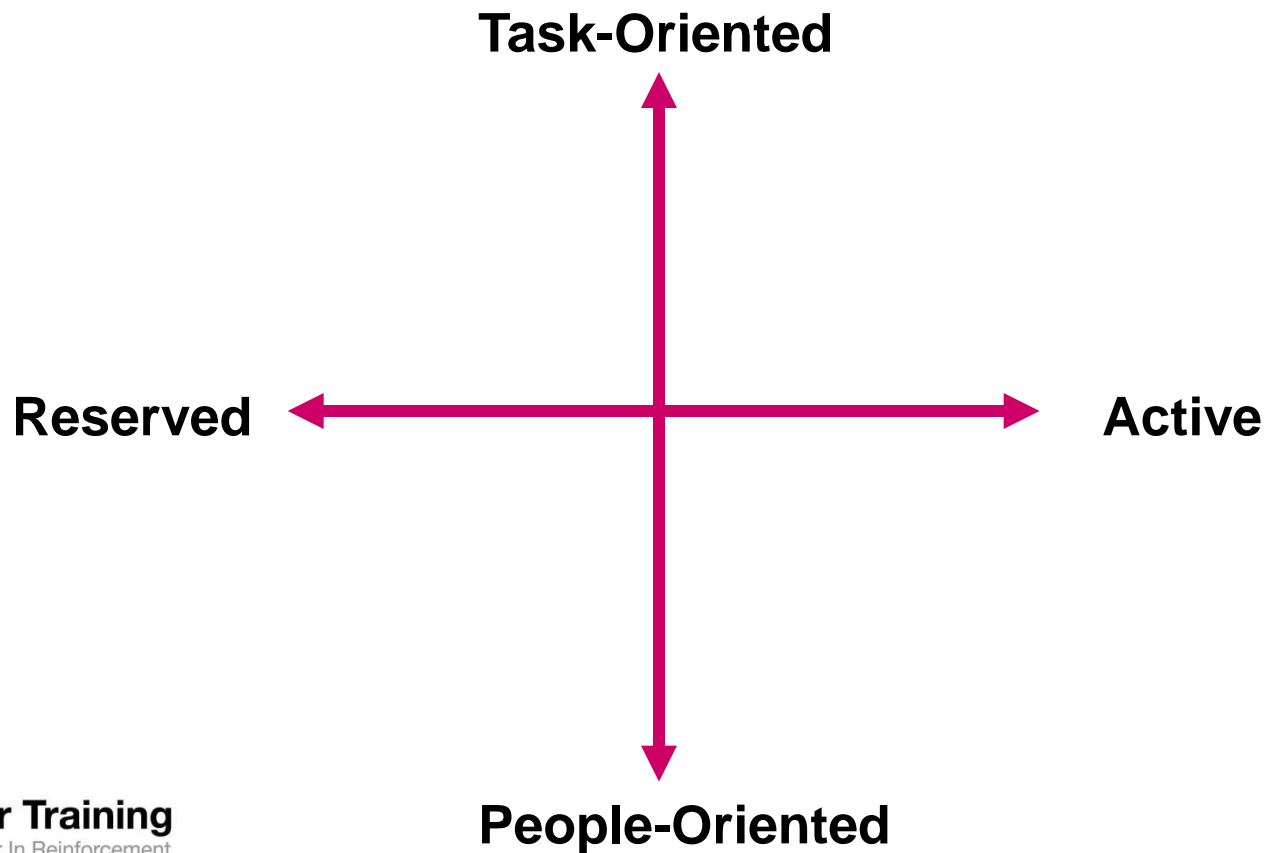
Extended DISC[®] Theory

- To better understand human behavior, a model was developed using two axes

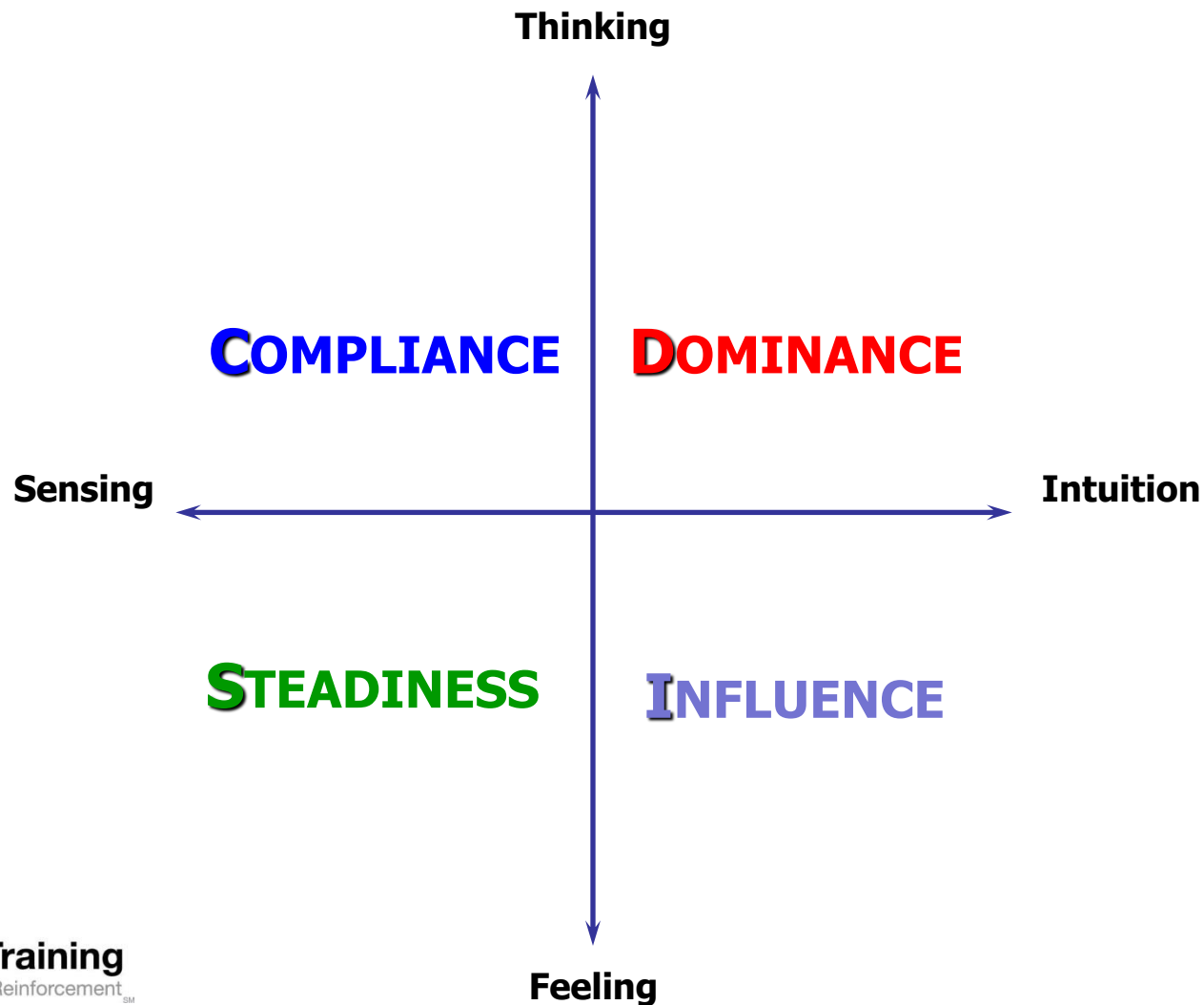


Extended DISC[®] Theory

- To better understand human behavior, a model was developed using two axes



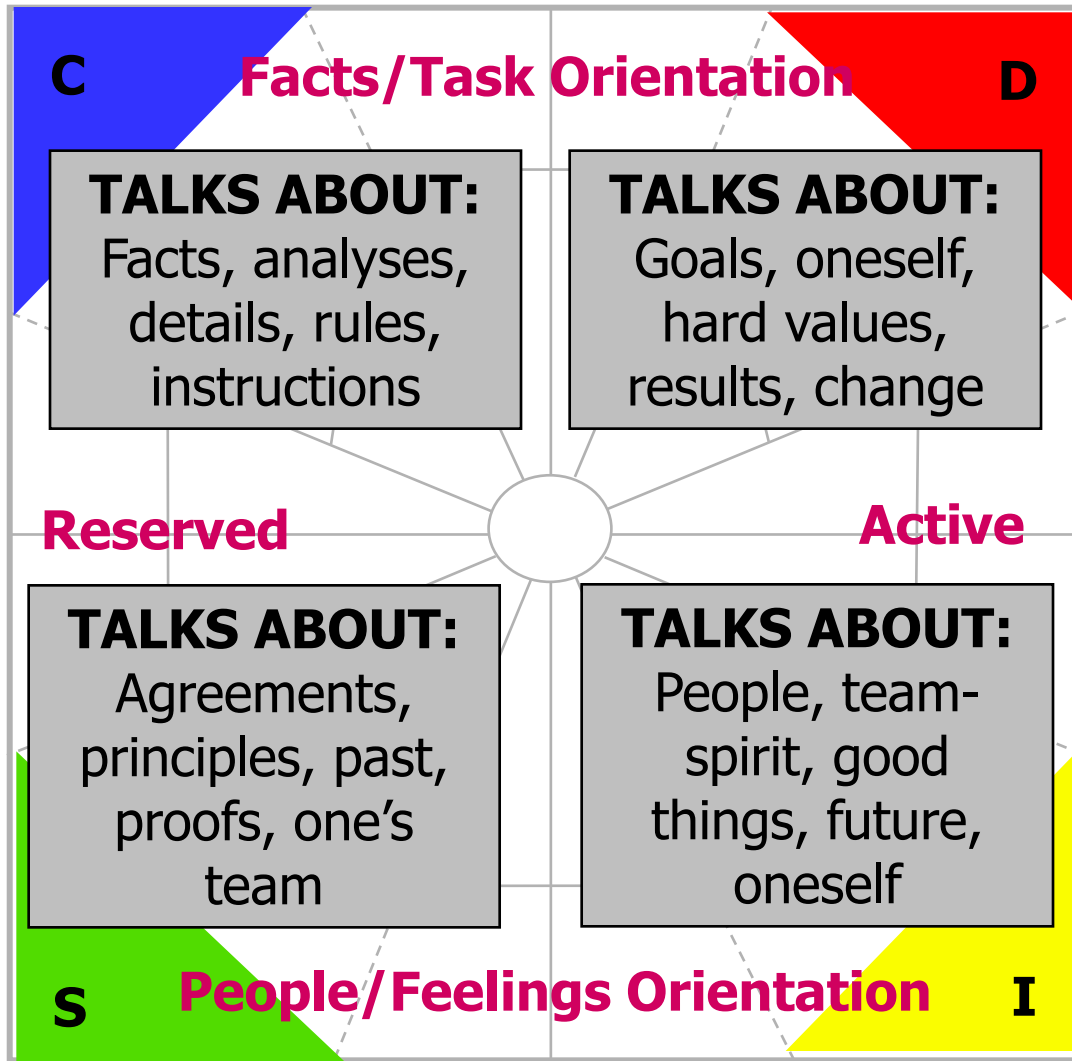
The Four Quadrant Model



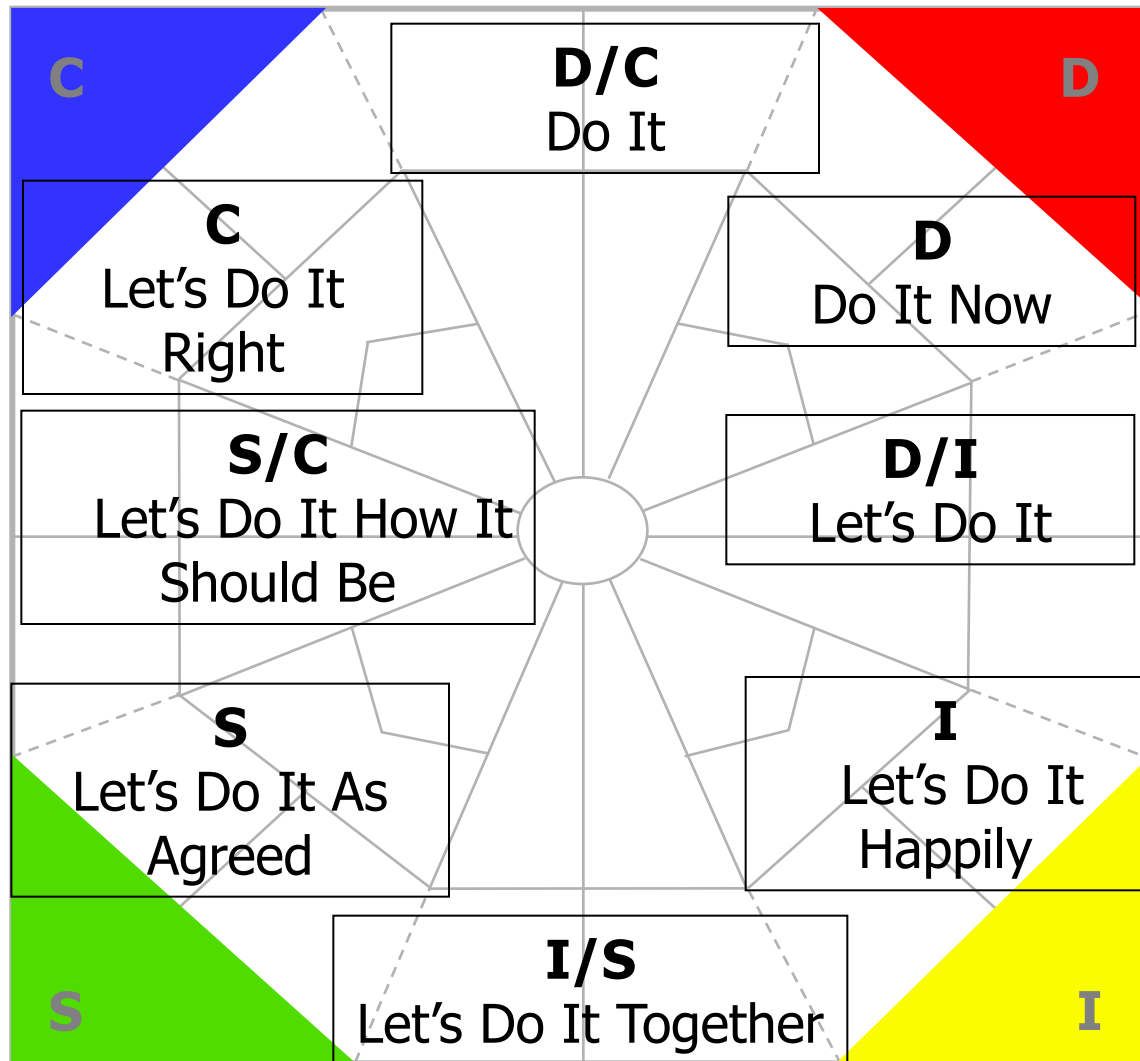
Defining the Labels

- Dominance → How one handles problems and challenges
- Influence → How one interacts with other people
- Steadiness → How one handles a steady pace and work environment
- Compliance → How one responds to rules and procedures set by others

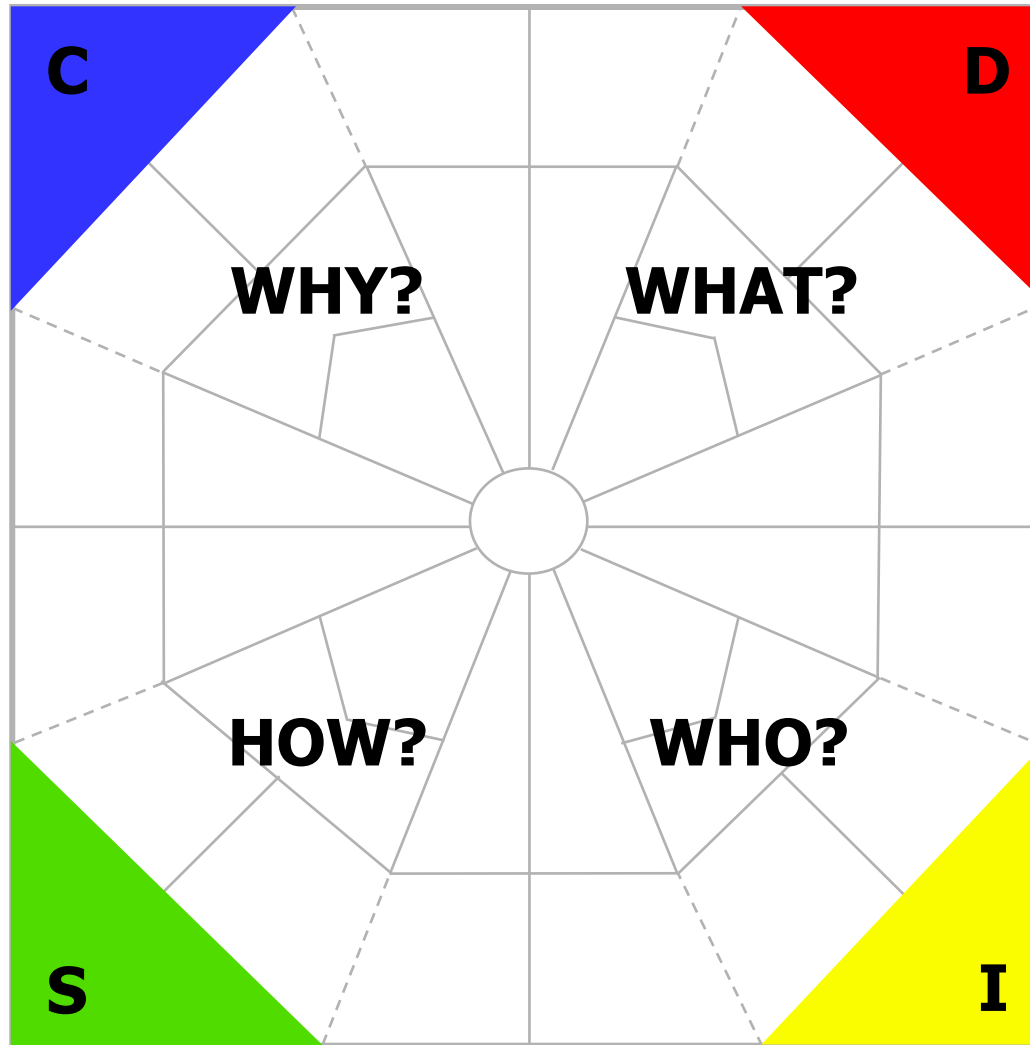
Identifying Behavioral Styles



Doing

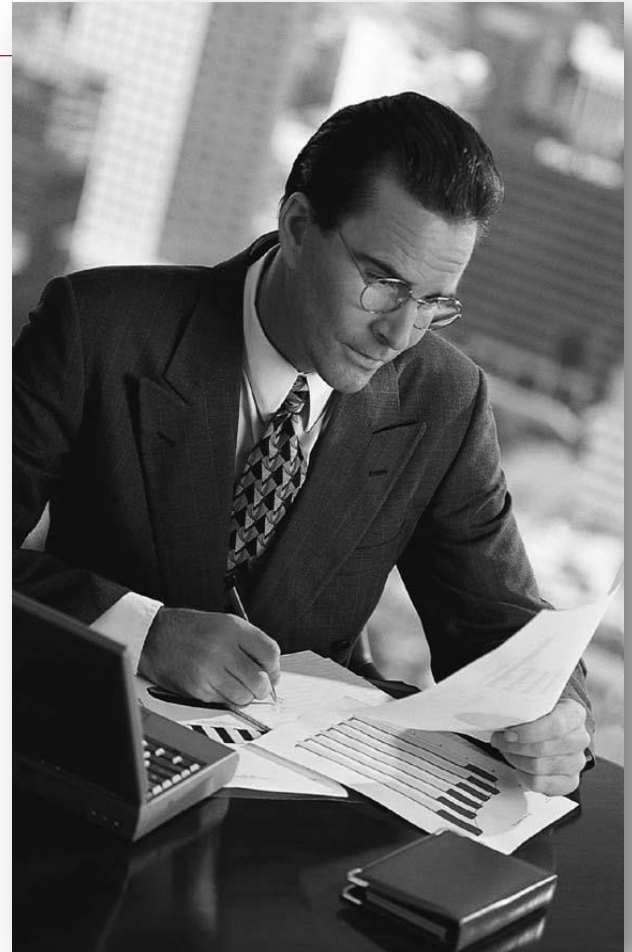


Questions Styles Ask



D-Style

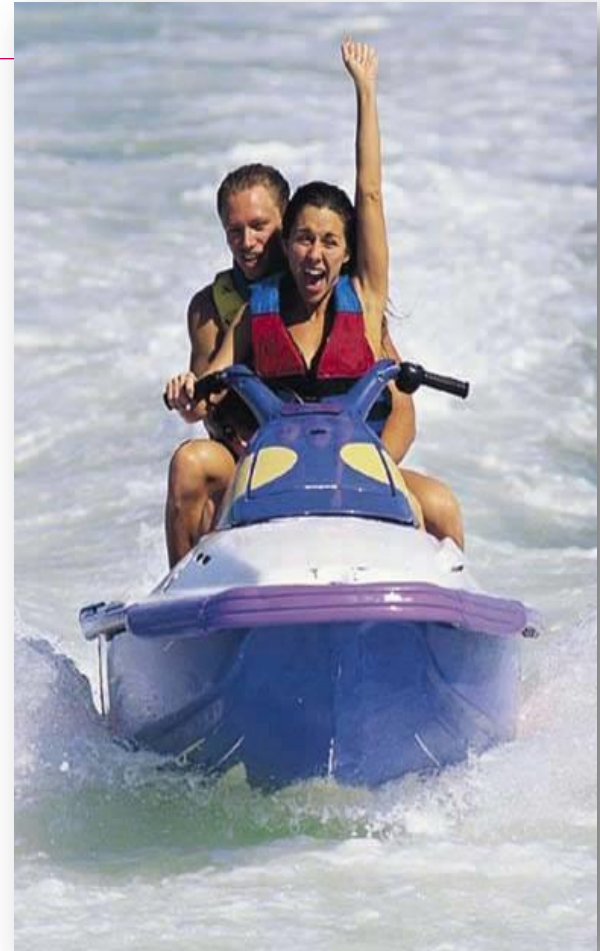
- Decisive, tough
- Strong-willed
- Competitive, demanding
- Independent, self-centered
- Under pressure - Lack of concern
- Fear - Loss of control



I-Style

- Sociable
- Talkative, open
- Enthusiastic
- Energetic
- Persuasive

- Under pressure – Disorganized
- Fear - Social rejection



S-Style

- Calm, steady
- Careful, patient
- Family-oriented
- Good listener
- Modest
- Trustworthy

- Under pressure - Too willing
- Fear - Loss of stability



C-Style

- Precise
- Follows rules
- Logical, careful
- Formal, disciplined
- Under pressure - Overly critical
- Fear - Criticism of work



Quickly Assessing a DISC Style

- Questions to ask yourself:
 - Reserved or Active?
 - Task-Oriented or People-Oriented?

Who am I Dealing With?: Communication Cues

- **D-Style:**
 - Says what he/she thinks
 - Comes across as blunt
 - Only in one direction: him/her → listener
 - Own opinions are communicated as facts
 - Often interrupts
 - Often in a hurry
 - Little “small talk”
- **I-Style:**
 - Excited, open, and friendly
 - Expresses agreement with you
 - Emphasizes the positive
 - Inspiring style
 - Talks a lot, but avoids details
 - Quick-witted
 - Avoids bring up difficult subjects

Who am I Dealing With?: Communication Cues

- **S-Style:**
 - Prefers to talk one-on-one vs to a group
 - Prefers to talk about issues he/she masters
 - Listens and nods often
 - Talks calmly and systematically
 - Often only in one direction: him/her ← speaker
 - Unanimated or unexpressive delivery
- **C-Style:**
 - Does not like to talk about opinions
 - Talks very factually
 - Prefers to communicate in writing
 - Refers to rules
 - May not talk much at all
 - Orderly and systematic in his/her communication
 - Does not easily express disagreeing views

Understanding Their Needs

Needs of the Dominant

- High need to control and be independent
- Need to win
- Need for bottom-line talk
- Need to draw their own conclusion
- Need to have ideas heard and considered

Needs of the Influencer

- Need for autonomy to some degree
- Need for recognition and acceptance
- Need to talk and be heard
- Need to be liked
- Need for good feelings about results and process

Needs of the Steady-Relator

- Need to avoid conflict
- Need to be liked and build relationships
- Need for security
- Need for consistency
- Need for minimal change (or at least the appearance of)
- Need for time to consider

Needs of the Compliant

- Need for correctness
- Need for reassurance that doing the right thing
- Need for details
- Need for proof
- Need to see all sides of the argument
- Need for information

Adjusting Your Approach

Adjusting to the Dominant

- ***Never convey to a Dominant that you are hungry for the sale***
- ***Go to the bottom line and work backwards***
- ***Limit small talk***
- ***Draw lines in the sand***
- ***Limit your answering of questions with questions***
- ***If you're feeling pressure, identify it as an obstacle to crafting the best possible deal***
- ***Offer choices***
- ***Ask for a summary of any agreements***

EXTENDED
DISC®

DISC®

Adjusting to the Influencer

- ***Smile, portray open posture, and use gestures more***
- ***Create a personal relationship during the bonding stage***
- ***Acknowledge personal pictures, photos, certificates***
- ***Emphasize the intangibles of your product or service***
- ***Demonstrate how purchasing from you will satisfy others who depend on this purchase***
- ***Bring in third party endorsements***
- ***Get a commitment for every decision***

Adjusting to the Steady-Relator

- ***Match their focus regarding what they have to say***
- ***Demonstrate a sincere interest***
- ***Be patient***
- ***Demonstrate how you and your product can be trusted***
- ***Limit the focus of analysis***
- ***Don't mistake passivity for weakness***

Adjusting to the Compliant

- ***Listen intently, taking in as much information as possible***
- ***Emphasize your willingness and ability to diminish risk***
- ***Highlight your satisfied customers***
- ***Show specifically how your product or service will address and eliminate each issue***
- ***Validate cautious approaches***
- ***Use the best-case/worst-case scenario questions***
- ***Bring out the data***

How Should Your Style Communicate with the Other Styles?