



DOMINANCE

PRIORITIES

- Results
- Action
- Competency

IS BOTHERED BY

- Wasted time
- Small talk
- Too much detail
- Indecisiveness
- Lack of control

TRUSTS

- Confidence

STRATEGIES

- Use a confident no-nonsense approach
- Get to the point
- Offer options so they can stay in control
- Convey respect for their authority
- Show desire to help them get quick results

EMPHASISE

- Immediate outcomes
- The bottom line
- Efficiency, ease of use
- Profits, savings

INFLUENCE

PRIORITIES

- Enthusiasm
- Action
- Relationships

IS BOTHERED BY

- Dry or dull analysis
- Too many details
- Detached people
- Loss of approval
- Negativity

TRUSTS

- Openness

STRATEGIES

- Use an upbeat and lively approach
- Give them chance to tell their stories
- Be open to sharing stories about you
- Show empathy for their concerns
- Demonstrate how your offering helps other people

EMPHASISE

- Testimonials
- Ease of use
- Exciting opportunities
- How your offering makes them look good

STEADINESS

PRIORITIES

- Sincerity
- Relationships
- Dependability

IS BOTHERED BY

- Pressure
- Pushy people
- Uncertainty
- Sudden change
- Conflict

TRUSTS

- Kindness

STRATEGIES

- Use a casual, low pressure approach
- Show warmth and sincerity
- Present information in a step by step way
- Allow them space to process information
- Provide reassurance

EMPHASISE

- Ongoing support
- Examples from the past
- Stability and security
- Warranties, service plans and guarantees

CONSCIENTIOUSNESS

PRIORITIES

- Quality
- Competency
- Dependability

IS BOTHERED BY

- Emotional people
- Personal questions
- Pressure
- Illogical approaches
- Over enthusiasm

TRUSTS

- Expertise

STRATEGIES

- Use an objective approach
- Go through the details
- Have evidence to back up your claims
- Use logic to connect your solutions to their problems
- Let them show their knowledge to you

EMPHASISE

- Quality, high standards
- Your expertise
- Logical reasons
- Evidence of reliability

ALIGNING THE BENEFITS OF OUR SERVICES WITH DISC BUYING STYLES



FEATURE - ONE ASPECT OF YOUR PRODUCT OR SERVICE

ADVANTAGE - WHAT IT DOES

BENEFIT - HOW IT HELPS THE CUSTOMER

