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DiSC[®] Sales Strategies

Increasing Sales through Adaptability

Increase Sales Performance and Profitability

DiSC *Sales Strategies* can be used as a stand-alone program or as a valuable addition to your current sales training. Organizations like yours use DiSC *Sales Strategies* to help their sales people:

- learn to position themselves, their products, and their services with the client's needs in mind
- create and maintain relationship-based sales
- utilize the customer's time — and their own — more effectively
- increase sales-call effectiveness
- meet sales goals by effectively selling to buyers with different styles

Flexible Format Adapts to Meet Your Needs

DiSC *Sales Strategies* is designed to fit into the demanding schedules of today's sales professionals. This six-module workshop can be facilitated in either two consecutive days or in one day with additional sessions spread over time.

Module 1: Increasing Sales through Adaptability

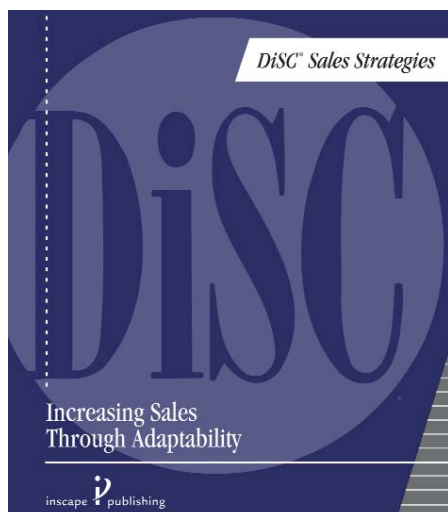
In Module 1, participants gain understanding about sales adaptability and explore the benefits of being adaptable.

Module 2: The Influence of Styles on Selling and Buying

In Module 2, participants use DiSC to learn about different behavioral styles, discover their own style, and discuss how each style influences buying and selling.

Module 3: Identifying Your Customer's Style

In Module 3, participants learn how to identify their customer's behavioral style.



Give your sales
team a jump on
the competition!

Gain the competitive advantage of DiSC[®] and improve the effectiveness of every member of your sales team. DiSC *Sales Strategies* helps both new and experienced sales people to:

- focus on customer needs
- enhance customer relationships
- develop competencies in a variety of selling situations
- reduce direct sales costs
- develop long-term relationships for repeat sales

DiSC® Sales Strategies *(continued)*

Module 4: DiSC® Sales Strategies for Adapting to Your Customer

In Module 4, participants learn how to adapt their behavioral style to make their customer more comfortable with the sales process.

Module 5: Practicing Adaptability: One-on-One Selling

In Module 5, participants explore the selling strategies that work best with their customers.

Module 6: Practicing Adaptability: Letters and Group Selling

In Module 6, participants learn how to be more adaptable in these special selling situations.

Comprehensive Sales Training in One Easy-to-Use Program

The DiSC Sales Strategies program materials offer everything your sales team needs to create trusting, collaborative, and mutually profitable customer relationships.

Participant Materials:

- Participant's Guide – a comprehensive handbook of strategies for increasing adaptability.
- *Personal Development Profile*® – a self-scoring instrument that identifies a sales person's style.
- *People Reading Card* – a tool that provides a quick reading of a customer's behavioral style.
- *DiSC Sales Action Planner* – a process for developing a helpful profile of each key customer's buying style.

Facilitator's Kit:

- Facilitator's Manual – a user-friendly guide with visual prompts, background information, and complete scripts for each module.
- *DiSC Sales Strategies* Video – informational, skill-building vignettes.
- CD-ROM – a color presentation and handouts for classroom use.

Common Workplace Issues. Uncommon Results.

Individual differences are key to the success of your organization. Yet these vital differences can also lead to common workplace issues. Stress. Conflict. Low productivity. Ineffective leadership. Resistance to change.

So how do you solve common problems among unique individuals? With Inscape Publishing's self-directed learning instruments. Our tools are based on the belief that individual awareness is key to organizational success. Organizations like yours use Inscape's resources to provide a common language, helping people capitalize on differences to achieve uncommon results.

Related Products

Discover the original DiSC instrument – Inscape Publishing's *Personal Profile System*®! Available online and on paper, the *Personal Profile System* has been used by organizations worldwide to enhance communication, foster teamwork, and improve performance. Contact your Inscape Publishing Authorized Distributor for details.