

## Getting Results with Everything DiSC® Sales



**The selling process can be respectful. The Everything DiSC® Sales Profile offers a thoughtful way of understanding both your customers' needs and their buying styles.**

Salespeople want results. But how do you get results when you don't speak your customer's "language"?

Customers may be turned off by what a sales person does and how the sales person acts.

Everything DiSC® Sales was shown to a group of particularly extroverted sales people – however, not every customer responds well to an energetic, enthusiastic approach.

The sales people learnt that adapting their behaviour was crucial to meeting their customers' needs and improving their results. The participants responded particularly well to the video segments that showed what happened when sales people failed to adapt their behaviours. Every sales person recognised him/herself in the video and this realisation got them talking about why certain sales calls had failed in the past. Their revelations included self-reflections like "Sometimes my energy might be a little too much" and "aha's" like "Now I know why some customers seemed to go along with me but they never followed through!".

In addition, the personalised Sales Reports helped participants discover more about themselves and their preferences in sales situations. Participants focused on how their styles meshed or clashed with their customers' needs and they discussed what they could do to make their jobs better, even if it wasn't always easy.

Reports talk about challenges. And sales people don't like to think that they have challenges. But they had to admit that the report was pretty right on.

The personalised feedback described the participants' individual sales approaches, allowing each to see how different types of customers may interpret their behaviour in different ways. Furthermore, the Sales Report offered guidance on how to adapt their behaviours to make each sales call as productive as it could be.

The insights that Everything DiSC® Sales offered the participants can help them become more effective sales people, whilst more far-reaching benefits are offered. After all, sales is about relationships.

The Everything DiSC® Sales training can really help in sales situations and it can also go a long way toward improving interactions with other people, not just customers.

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Find out more about the Everything DiSC® solutions and reports available and visit:

<https://applydisc.com/which-disc/everything-disc-sales/>

For further information about the full range of Everything DiSC® solutions, please contact **applyDISC.com** (Authorized Partner) on **(+356) 2702 7286**, via email on [info@applyDISC.com](mailto:info@applyDISC.com) or visit [www.applyDISC.com](http://www.applyDISC.com) for the latest information (live chat box available).

CASE STUDY

*Disclaimer: This Case Study has been adapted from existing case studies for the sole purpose of presenting actual opportunities to achieve organisational improvements through a guided use of selected Everything DiSC® products.*