

Dominance



Dominic

“We need more control around here!”

- Emphasis** Shaping the environment by overcoming opposition and challenge
- Tendencies** Getting immediate results taking action, accepting challenges
- Motivated by** Challenge, power and authority, direct answers
- Avoids** Loss of control in their environment; being taken advantage of; failure
- You will notice** Self-confidence, directness, decisiveness and risk taking
- Areas for improvement** Less over bearing and bossy

Influence



Indy

“Hey Guys! - It's party time!”

- Emphasis** Shaping the environment by persuading and influencing others
- Tendencies** Involvement with people, making a favourable impression
- Motivated by** Social recognition, group activities, relationships
- Avoids** Social rejection, disapproval, loss of influence
- You will notice** Enthusiasm, charm, sociability and optimism
- Areas for improvement** Impulsiveness, disorganisation and lack of follow through

D.I.S.C. ‘HOW TO READ PEOPLE GUIDE’



Connie

“I need to check the details”

- Emphasis** Working within circumstances to ensure quality and accuracy
- Tendencies** Attention to standards and details, analytical thinking
- Motivated by** Clearly defined performance expectations, quality, accuracy, being valued
- Avoids** Criticism of their work, slipshod methods
- You will notice** Precision, diplomacy analysis, scepticism and introversion
- Areas for improvement** Less critical, impatient and overly fussy

Compliance

- Emphasis** Achieving stability, accomplishing tasks by cooperating with others
- Tendencies** Calm, patient, loyal good listener
- Motivated by** Infrequent change, stability, sincere appreciation, cooperation
- Avoids** Loss of stability, the unknown, change, unpredictability
- You will notice** Patience, a team orientation, stability, a systematic approach, and calmness
- Areas for improvement** Overly willing to give, tolerance of those less predictable



Stu

“I reckon we can bring up production if we all pull together”

Steadiness

This basic guide is aimed at giving useful signposts about behaviour - it is not meant to pigeon hole, as we all have parts of all four quadrants but in uniquely different proportions.

Interested in learning more about how this can assist you in your workplace or in other areas of your life? **Contact:** John Hartigan & Associates **Mobile:** 0409 031 158 **Email:** johnhartigan4@bigpond.com © John Hartigan & Associates 4/2010

TASK ORIENTED

PEOPLE ORIENTED

ACTIVE

QUESTIONING

Results focussed - Direct

ACCEPTING

Enthusiastic - Sociable

**ACTIVE
FAST-PACED**

Assertive - Louder Speech

D.I.S.C.

‘HOW TO READ PEOPLE GUIDE’

**MODERATE - PACED
THOUGHTFUL**

Calm - Softer Speech

QUESTIONING

Accuracy focussed - Analytical

ACCEPTING

Patient - Empathic

PASSIVE

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Dominance

DISC

INTERACTIVE GUIDE FOR POSITIVE SALES

Influence

Understanding 'D' Customers

Priorities

- Results
- Action
- Competency

Is bothered by

- Wasted time
- Small talk
- Too many details
- Indecisiveness
- Lack of control
- Challenges to their authority

Trusts

- Confidence

Selling to 'D' Customers

Strategies

- Use a confident and no-nonsense approach
- Get to the point
- Give them options and a sense of control
- Convey respect for their authority
- Show a desire to help them get immediate results

Emphasise

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



Dominic

"We need more control around here!"

Indy

"Hey Guys! It's party time!"



Understanding 'I' Customers

Priorities

- Enthusiasm
- Action
- Relationships

Is bothered by

- Dry or dull analysis
- Too many details
- Cold or detached people
- Loss of approval
- Negativity or pessimism

Trusts

- Openness

Selling to 'I' Customers

Strategies

- Use an upbeat and lively approach
- Give them a chance to tell their stories
- Be open to disclosing information about yourself
- 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

Compliance

Understanding 'C' Customers

Priorities

- Quality
- Competency
- Dependability

Is bothered by

- Emotional or illogical people
- Personal questions
- Overly enthusiastic presentations
- Pressure
- Emotional appeals

Trusts

- Expertise

Selling to 'C' Customers

Strategies

- Use an objective approach
- Go through details
- Have evidence to back up your claims
- Use logic to connect your solutions to their problems
- Give them a chance to show their knowledge

Emphasise

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



Connie

"I need to check the details"

Stu

"I reckon we can bring up production if we all pull together"



Understanding 'S' Customers

Priorities

- Sincerity
- Relationships
- Dependability

Is bothered by

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

Trusts

- Kindness

Selling to 'S' Customers

Strategies

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

Emphasise

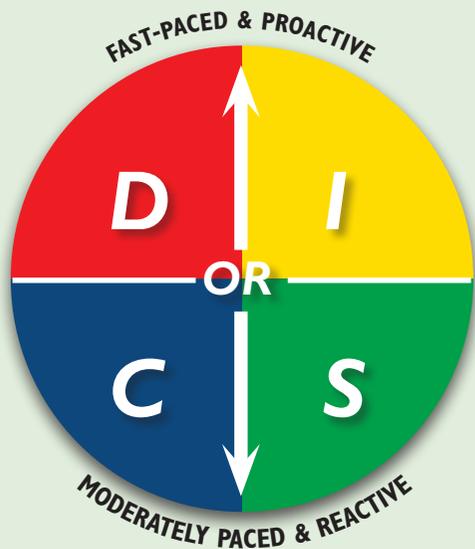
- Ongoing support
- Examples from the past
- Stability and security
- Warranties, service plans and guarantees

Steadiness

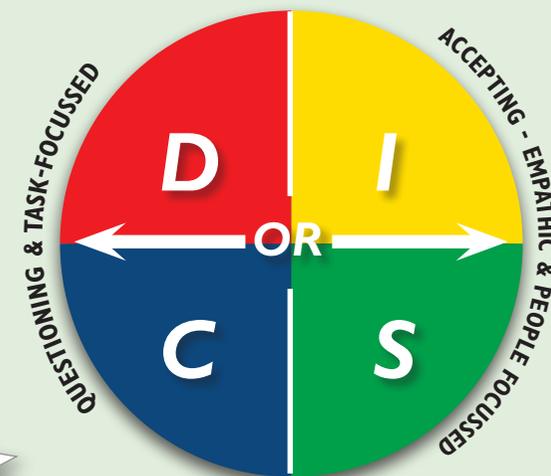
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1 Consider whether this customer tends to be more:

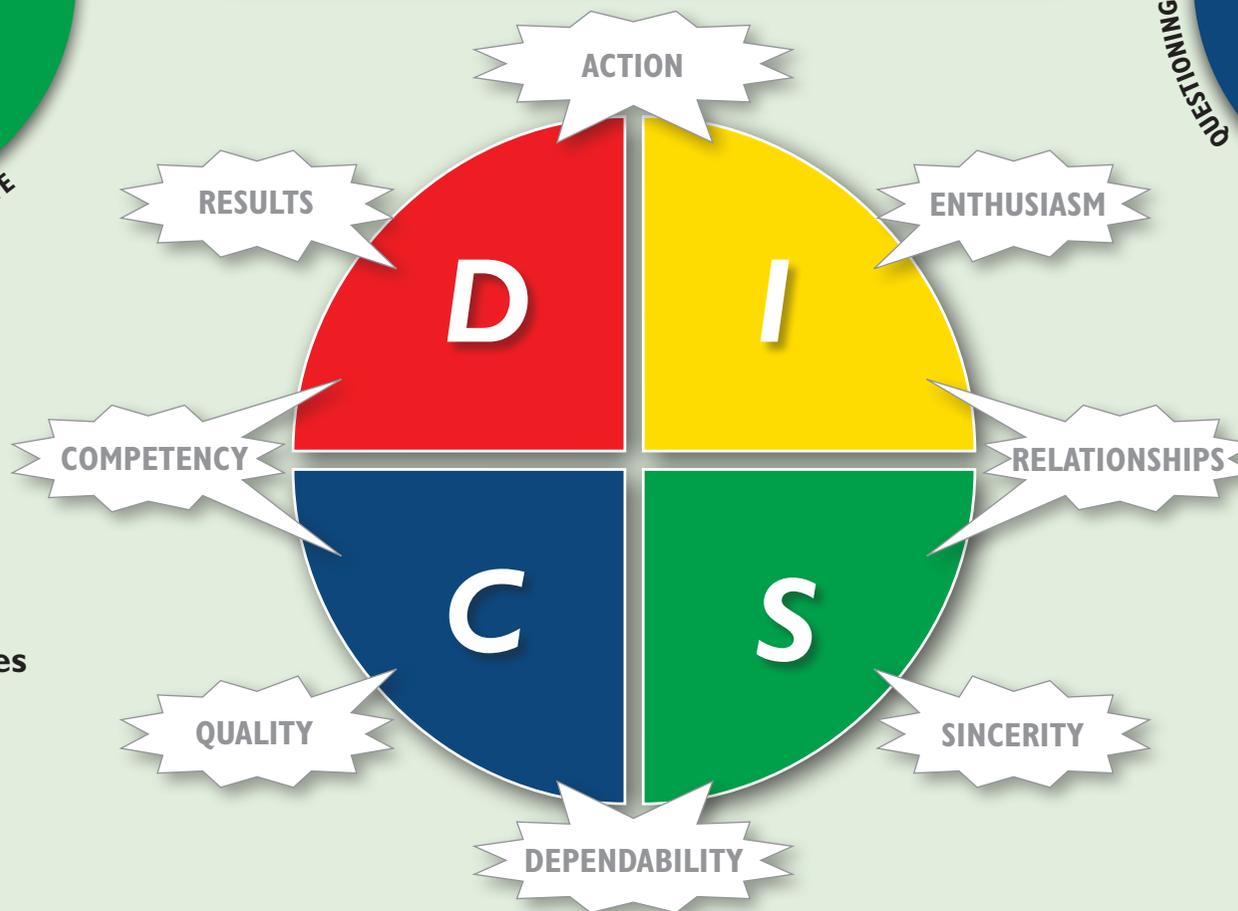


2 Then, consider whether the customer also tends to be more:



DISC

INTERACTIVE GUIDE FOR POSITIVE SALES



3 Now combine your customer tendencies to determine most likely DISC style.

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