

SALES PROFILE



ASSESSMENT TO ACTION.

Taylor Meyer

Friday, May 09, 2014

This report is provided by:

Zitzloff Training Resources, Inc.
Offices in Minneapolis, MN
877-876-3472 (877-TRN-DiSC) or 763-745-7907
Fax: 952-487-3459
info@zitzlofftrainingresources.com
www.zitzlofftrainingresources.com



WILEY



Taylor, have you ever wondered why connecting with some customers is easier for you than with others?

Maybe you've noticed that you have an easier time working with customers who are interested in competency and want to be well-informed.

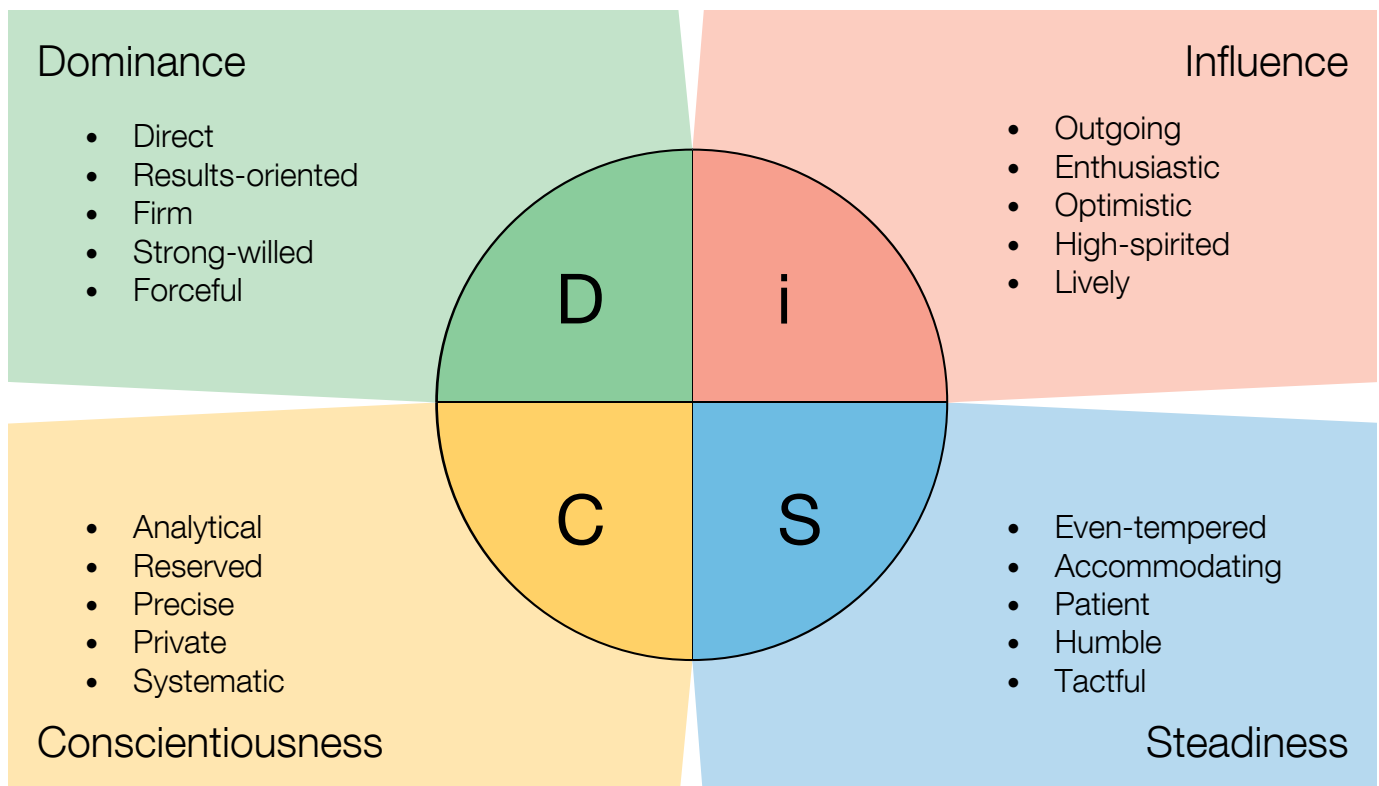
Or, maybe you'd rather deal with customers who take an efficient, professional approach to the sales process than those who want to make small talk or unproductive conversation.

Or, perhaps you relate best to customers who are naturally more skeptical than accepting.

Welcome to Everything DiSC® Sales! The DiSC® model is a simple tool that's been helping people connect better for over thirty years. This report uses your individual assessment data to provide a wealth of information about your sales priorities and preferences. In addition, you'll learn how to connect better with customers whose priorities and preferences differ from yours.

Cornerstone Principles

- ▶ All DiSC styles are **equally valuable** and everyone is a blend of all four styles.
- ▶ Your DiSC style is also influenced by **other factors** such as life experiences, education, and maturity.
- ▶ **Understanding yourself** better is the first step to becoming more effective when working with others.
- ▶ Learning about other people's DiSC styles can help you **understand their priorities** and how they may differ from your own.
- ▶ You can improve the quality of your sales interactions by using DiSC to build more **effective relationships**.



How is this report personalized to you, Taylor?

In order to get the most out of your Everything DiSC® Sales Profile, you'll need to understand your personal map.

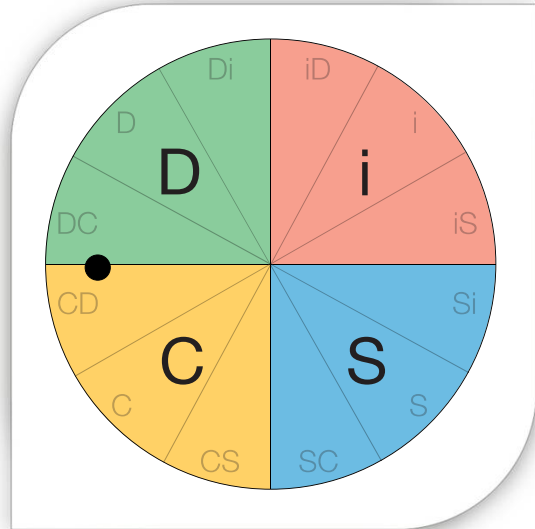
Your Dot

As you saw on the previous page, the Everything DiSC model is made up of four basic styles: D, i, S, and C. Each style is divided into three regions. The picture to the right illustrates the 12 different regions where a person's dot might be located.

Your DiSC® Style: CD

Your dot location indicates your DiSC style. Because your dot is located in the C region but is also near the line that borders the D region, you have a CD style.

Keep in mind that everyone is a blend of all four styles, but most people tend strongly toward one or two styles. Whether your dot is in the center of one style or in a region that borders two, **no dot location is better than another**. All DiSC styles are equal and valuable in their own ways.



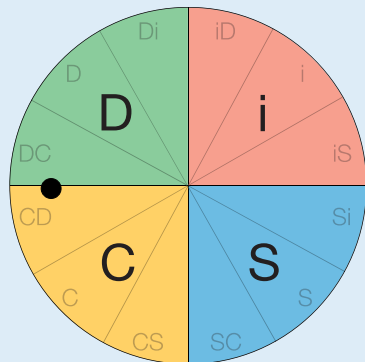
Close to the Edge or Close to the Center?

A dot's **distance from the edge** of the circle shows how naturally inclined a person is to encompass the characteristics of his or her DiSC style. A dot positioned toward the edge of the circle indicates a strong inclination toward the characteristics of the style. A dot located between the edge and the center of the circle indicates a moderate inclination. And a dot positioned close to the center of the circle indicates a slight inclination. A dot in the center of the circle is no better than one on the edge, and vice versa.

Now that you know more about the personalization of your Everything DiSC Sales Map, you'll read more about what your dot location says about you. Then you'll read about the sales priorities and preferences associated with the CD style. Using this knowledge, you'll learn how to use Everything DiSC principles to improve your understanding of customer buying styles and how to adapt your sales style to your specific customer's buying style.

Your Dot Tells a Story

Your DiSC Style: CD



Because you have a CD style, Taylor, you probably take an efficient, no-nonsense approach to your work. You likely have high expectations for yourself and your customers. Since you value expertise, people who consistently demonstrate competence are most likely to gain your respect. And because you want to reach superior results efficiently, you work to balance speed and quality. You may be drawn to positions of authority that give you the freedom to ensure that things are done correctly.

Because of your strong desire to control outcomes, you may struggle to share responsibility, and it can be difficult for you to depend on others. You have little patience for disorganization and nonessential appointments.

You're probably tempted to just take charge and finish matters your own way, and you may fail to recognize when you've stepped on someone's toes.

Like others with the CD style, you probably avoid showing too much emotion. In fact, you may come across as restrained and difficult to read when you first meet a customer. Perhaps you're simply sizing up the situation, but your unexpressive demeanor may seem unfriendly to people who are more outgoing.

You're not afraid to be blunt and forceful with your opinions because you're unwilling to compromise what you see as the truth. And, when things don't go as you think they should, you may struggle to contain your displeasure. Most likely, you tend to project firmness and confidence in your product or service, and you may become frustrated when customers seem less decisive.

You probably pride yourself on your ability to face challenges head-on. When you've set a goal, you're not easily swayed by obstacles or disapproval from others. At times, you may get so immersed in a deal that customers may wonder if you're irritated with them.

Because you tend to be skeptical, you may foresee problems that others miss. Likewise, you may pride yourself on your ability to separate your emotions from the facts. But because you tend to focus on problems, you may come across as constantly dissatisfied. Your customers may find this intimidating, and they may be less likely to suggest new ideas to you for fear of rejection. You also may question the intentions of your customers, particularly if they come across as excessively friendly or enthusiastic.

Like others with the CD style, you probably don't enjoy conflict, but you usually don't let it stop you from doing what you think is right. You're likely to have a stubborn streak, and when a customer challenges you, you may dig in your heels even further. When situations escalate, you may overlook social niceties or let your tone or body language express your disapproval. At times, you may resort to shutting down entirely or hindering progress.

Although you pride yourself on the quality of your work, you may shy away from public recognition. If you receive praise that seems overly emotional, you may question its validity. Because you probably assume that others share this preference, it may not occur to you that certain people may want more open praise or compliments from you.

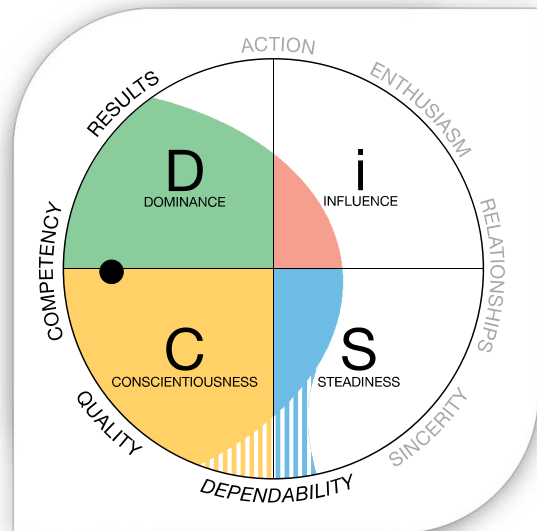
Taylor, like others with the CD style, your strongest assets as a salesperson may include your problem-solving skills, your high standards, and your determination. In fact, these are probably some of the qualities that customers admire most about you.

Your Shading Expands the Story

Taylor, while your dot location and your DiSC® style can say a great deal about you, your map **shading** is also important.

The eight words around the Everything DiSC map are what we call **priorities**, or the primary areas where people focus their energy. The closer your shading comes to a priority, the more likely you are to focus your energy on that area. Everyone has at least three priorities, and sometimes people have four or five. **Having five priorities is no better than having three, and vice versa.**

Typically, people with the CD style have shading that touches Competency, Quality, and Results. Your shading stretches to include Dependability, which isn't characteristic of the CD style.



What priorities shape your *sales* experience?

► Displaying Competency

Taylor, you tend to be straightforward and confident when interacting with customers. Because you believe it's important to be knowledgeable about your business, you're probably well-versed when it comes to what you're offering. Furthermore, you may often take control of discussions to help lead your customers toward logical conclusions. You tend to be well informed and self-assured because displaying competency is important to you.

► Ensuring Quality

You probably make it clear to people how your product or service is beneficial, backing up your claims with facts and data. Furthermore, you're unlikely to make an assertion without solid proof, and you won't promise more than you can deliver. Because ensuring quality is important to you, you do your best to convince your customers of the value in your offer.

► Getting Results

You tend to emphasize the ways in which your product or service will impact the customer's main objectives. Most likely, you're specific when you explain the payoff you can deliver if people commit, focusing on realistic and rational goals. You tend to show your customers precisely how your product or service will help them get the impressive results they're after.

► Emphasizing Dependability

You tend to emphasize the reliability of your product or service as well, and this is not typical for someone with your style. Most likely, you encourage customers to ask you questions, and you're willing to provide them with the evidence needed to illustrate the security in what you're offering. You strive to show people that when they work with you, they're making a dependable choice.

How do you excel as a salesperson?

Taylor, because you have the CD style, you probably emphasize the **quality** of your offer. You may work to win people over with your extensive knowledge and command of details. You likely lay out a convincing argument for why your product is uniquely suited to help them achieve their goals. In the process, you probably impress customers as **competent** to handle their business.

In addition, you tend to avoid excessive small talk and focus on the bottom line. Many people will appreciate that you are determined to get them **results** and don't waste time trying to charm them. Therefore, you may be seen as a well-prepared individual who takes the process seriously. Furthermore, unlike others with the CD style, you have an additional priority that may impact your strengths. To prove your **dependability**, you likely make it clear that people can count on you to keep your promises.

You may identify with some of the following statements:

Competency

- I do my homework so that I understand the customer's business and needs.
- I come across as knowledgeable and confident.
- I don't get flustered if people ask a lot of questions.
- I don't become emotional in business situations.
- People can see that I'm competent to take care of their needs.
- I don't allow my personal feelings to affect my presentation.

Results

- I don't waste the customer's time on small talk.
- I keep the discussion on track and focused.
- I quickly see the connections between the customer's needs and my product or service.
- I keep an eye on the bottom line.
- I'm persistent and assertive in securing the deal.
- I help my customers focus on results.

Quality

- I back up claims about the quality of my product or service with data and evidence.
- I'm orderly and well-organized.
- I'm realistic about the customer's issues and problems.
- I keep careful track of important details.
- I avoid making outlandish or exaggerated claims about the offer.
- I look for logical answers to the customer's questions.

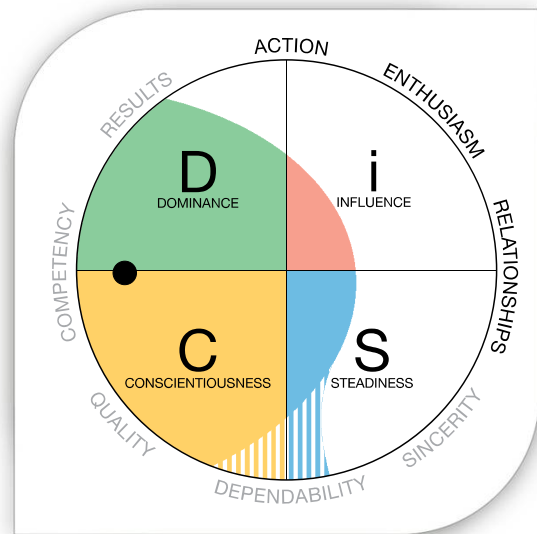
Dependability

- I plan ahead to avoid surprises when I meet customers.
- People know that I'll be there to support them if things don't go as planned.
- I emphasize the dependability of my product or service.
- I don't promise more than I can deliver.
- People sense that I am honest and reliable.
- I work hard to deliver a secure product or service.

What is difficult for you as a salesperson?

Just as there are areas where you excel as a salesperson, there are other aspects of your job that you may find more challenging. Based on your answers to the assessment, your lowest three priorities are highlighted below. It's impossible to focus on everything, but that doesn't mean you can't learn to understand and overcome these challenges.

You're probably good at pointing out the quality of your product or service, but your detailed explanations may cause more fast-paced customers to grow impatient. Furthermore, your indifference to forming personal relationships with customers may leave some of them feeling disconnected from you. And because enthusiasm is a low priority for you, you may fail to generate much excitement for your product or service.



You may identify with some of the following statements:

Action

- I sometimes take the process too slowly.
- I sometimes approach conversations in an overly logical or analytical way.
- I can get bogged down in specifics.
- I may not always emphasize the innovative aspects of my product or service.
- I may provide too much extraneous information.

Relationships

- I may ignore a customer's attempts to get to know me better.
- I may neglect to establish a personal relationship with customers.
- I have trouble reading the customer's body language or mood.
- I sometimes neglect to empathize with customers.
- I may become impatient with the customer's small talk or indecision.

Enthusiasm

- At times, I can appear to be aloof or distant to customers.
- I can go into lengthy analyses that bore or confuse customers.
- I may emphasize facts and figures rather than intuition and passion.
- I can come across as pessimistic or skeptical.
- I may fail to get customers excited about my product.