

EVERYTHING DiSC® SALES VIDEO VIEWING GUIDE

Everything DiSC® Sales video increases sales effectiveness using the power of DiSC®. It includes more than 60 minutes of contemporary video with real-world, sales-specific customer interactions. The video works three ways: as standalone video clips, integrated with the *Everything DiSC Sales* facilitation PowerPoint, or integrated into your custom PowerPoint. See “How to Customize Using Video” at www.everythingdisc.com/sales/help for more detailed information.

This manual provides an overview of the video content as it appears in the DVD-format video menu, located in the Facilitation Materials folder. Like the *Everything DiSC Sales Profile* and facilitation materials, the video helps salespeople learn to

- Read their customers
- Adapt their approaches
- Close more sales



DiSC Sales Styles introduces the Everything DiSC Sales Map and describes the four DiSC sales styles. **Page 2**

Customer Mapping shows a new way of people-reading called customer mapping, and provides opportunity to practice identifying customer styles. **Page 3**

DiSC Customer Priorities illustrates the preferences of each of the four customer buying styles. **Page 5**

Adapting to the Styles Matrix provides a full set of unadapted and adapted interactions between salespeople and customers of all four DiSC styles. **Page 6**

Customer Priority Interviews is an unfacilitated option in which customers explain the importance of the eight priorities around the Everything DiSC Sales Map. **Page 13**

DiSC® SALES STYLES

INTRODUCTION TO THE DiSC SALES STYLES

LENGTH: 8 MINUTES



This video segment introduces the Everything DiSC® Sales Map and illustrates each DiSC sales style. It shows how D, i, S, and C salespeople have different priorities when working with customers. This segment is incorporated into Module 1 of the facilitation materials, and also serves as an introduction to the program.

The descriptions of each sales style from the introduction are also provided as standalone segments for more customized facilitation options.

INTRODUCTION TO THE D SALES STYLE

LENGTH: 1.5 MINUTES



The “D” salesperson prioritizes results, action, and competency. She is confident in sales situations and gets right to the point. In addition, the “D” salesperson keeps the process under control and gets things done quickly, without burdening the customer.

INTRODUCTION TO THE i SALES STYLE

LENGTH: 1.5 MINUTES



The “i” salesperson prioritizes enthusiasm, relationships, and action. She is friendly and outgoing, while making it clear that she values the customer as a person. The “i” salesperson wants the customer to share in her energy, and she moves the sales process rapidly forward.

INTRODUCTION TO THE S SALES STYLE

LENGTH: 1.5 MINUTES



The “S” salesperson prioritizes sincerity, dependability, and relationships. He is accommodating and respectful toward the customer. The “S” salesperson wants to make sure that the customer is happy, and he is willing to spend time and energy to emphasize his support and concern for the customer’s needs.

INTRODUCTION TO THE C SALES STYLE

LENGTH: 1.5 MINUTES



The “C” salesperson prioritizes quality, dependability, and competency. He is professional and logical when interacting with the customer, and he uses facts to back up his claims. In addition, the “C” salesperson emphasizes how his offering is a solid option that will serve the customer well in the long term, and he lets people know that he is knowledgeable about his business.

CUSTOMER MAPPING

TOTAL LENGTH: 7 MINUTES

In this section participants learn how to identify a customer's DiSC® style through the customer-mapping process and have the opportunity to practice using this skill. The video is used with Module 3 of the facilitation materials, where participants practice customer mapping in a competitive team activity.

The video shows the four styles and some combinations in eight scenarios. One actor plays all of the parts in order to keep participants focused on the behaviors and not on the individual. It also helps convey the subtlety involved in determining DiSC styles.

In the facilitation materials, the scenarios are used in order, but they are designed to be played in any sequence that works for your training. Scenarios 7 and 8 feature a combination of styles, and are likely to be more challenging for participants.

INTRODUCTION TO CUSTOMER MAPPING

LENGTH: 2.5 MINUTES



This segment explains how participants can identify the DiSC styles of their customers. It breaks down the customer-mapping process into an easy two-step method.

The first step is to identify if the customer is more **fast-paced and outspoken** or **cautious and reflective**. The second step is to determine if the customer is more **questioning and skeptical** or **accepting and warm**. The combination of these two responses reveals a customer's DiSC style.

SCENARIO 1

LENGTH: 20 SECONDS



D customer: The character is fast-paced and outspoken. He asks for quick turnaround and is straightforward about his expectations. In addition, he is questioning or skeptical, as evidenced by his forceful demeanor and his no-nonsense attitude.

SCENARIO 2

LENGTH: 30 SECONDS



C customer: The character is cautious and reflective. He has reserved and calm demeanor. Furthermore, he is questioning and skeptical. He wants to see data that is relevant to his situation, and he values accuracy and reliability.

SCENARIO 3

LENGTH: 30 SECONDS



i customer: The character is fast-paced and outspoken. He comes across as enthusiastic and optimistic. In addition, he is accepting and warm, which can be seen in his friendly approach and willingness to reveal personal information and make small talk.

SCENARIO 4

LENGTH: 20 SECONDS



D customer: The character is fast-paced and outspoken. He is eager to get the job done and makes it clear that he wants results quickly. Furthermore, he is questioning and skeptical, as seen in his matter-of-fact statements about what he does and doesn't want.

SCENARIO 5

LENGTH: 30 SECONDS



S customer: The character is cautious and reflective. He is hesitant to bring up objections, and he seeks reassurance that he is making the right decision. In addition, he is accepting and warm, displayed by his soft-spoken demeanor and desire to ensure that other people's needs are met.

SCENARIO 6

LENGTH: 30 SECONDS



C customer: The character is cautious and reflective, and he takes a thoughtful and serious approach. Furthermore, he is questioning and skeptical, as seen in his inclination to double check the facts and his interest in seeing evidence for any claims.

SCENARIO 7

LENGTH: 30 SECONDS



Si or iS customer: The character is warm and accepting, as seen in his friendly attitude and his concern for others. Furthermore, the character shows his appreciation of other people's efforts, and he comes across as both enthusiastic and accommodating.

SCENARIO 8

LENGTH: 30 SECONDS



Di or iD customer: The character is fast-paced and outspoken. He has lively demeanor and wants to know the big picture. In addition, he seeks information on the bottom line, and is excited about new possibilities.

DiSC® CUSTOMER PRIORITIES

TOTAL LENGTH: 6 MINUTES

These narrated video segments show participants that each DiSC® style has different priorities in buying situations. Characters display the behaviors and viewpoints of each style while explaining their needs as customers.

The video is used with Module 4 of the facilitation materials, where participants view the segments as a starting point for discussing their insights about working with different types of customers. Participants see how their real-world customers display DiSC behaviors. In this way, participants learn concrete skills that they can use when interacting with actual customers.

D PRIORITIES

LENGTH: 1.5 MINUTES



Ann prioritizes results, action, and competency. She is interested in the bottom line and shows an eagerness to move forward quickly. In addition, Ann makes it clear that she expects efficiency from salespeople and doesn't have time for hand-holding.

i PRIORITIES

LENGTH: 1.5 MINUTES



Michael prioritizes enthusiasm, relationships, and action. He displays energy and optimism and wants to explore exciting new possibilities immediately. He comes across as friendly and eager to socialize.

S PRIORITIES

LENGTH: 1.5 MINUTES



Christiana prioritizes sincerity, dependability, and relationships. She is interested in working with someone who matches her genuine, patient approach. Furthermore, she wants assurances of reliability, and she stresses the importance of establishing a friendly bond.

C PRIORITIES

LENGTH: 1.5 MINUTES



Jesse prioritizes quality, dependability, and competency. He is interested in the soundness of an offering, and he wants guarantees that he is making a good long-term decision about a reliable product or service. In addition, he needs to be assured that salespeople know their business well.

ADAPTING TO THE STYLES MATRIX

TOTAL LENGTH: 35 MINUTES

This section helps participants learn specific ways in which salespeople can adapt to meet the needs of each DiSC® style. It provides a matrix of salespeople and customers of all four styles.

The **Guided Demo** shows a narrated example of one interaction.

The top of the grid shows the four **salespeople**: D–Renee, i–Laura, S–Eric, and C–Marc

The left side of the grid shows the four **customers**: D–Ann, i–Michael, S–Christiana, and C–Jesse

		Salesperson			
		 Renee	 Laura	 Eric	 Marc
Customer	 Guided Demo				
	 Ann	A B	A B	A B	A B
	 Michael	A B	A B	A B	A B
	 Christiana	A B	A B	A B	A B
	 Jesse	A B	A B	A B	A B

“A” INTERACTION

The first interaction of each salesperson/customer duo (labeled “A” on the menu) shows the natural, unadapted interaction between the two styles. In some of these segments there is a natural chemistry between the salesperson and the customer, but there is always an ineffective element to the meeting, either because of a clash between styles or because the styles overemphasize a priority that they have in common.

“B” INTERACTION

The second interaction (labeled “B” on the menu) uses the same scenario, but shows an effective meeting in which the salesperson has adapted his or her behavior to meet the customer’s preferences.

Using the Styles Matrix in Facilitation

Seven segments of the matrix are used in Module 5, where they help participants see the consequences of failing to adapt in order to meet the needs of their customers. The segments used within the facilitation materials are:

- Guided Demo with Laura (i) and Ann (D)
- Eric (S) and Jesse (C): A and B
- Marc (C) and Michael (i): A and B
- Renee (D) and Christiana (S): A and B

The video covers every combination of interactions among the four styles. There are a total of 32 segments plus the narrated Guided Demo, each described on the following pages.

The facilitation materials refer to specific segments in a specific order. However, the video may be played in any order, with any emphasis that you choose. You may want to show those salespeople/customer combinations that are most relevant to your audience. For example, the D salesperson’s interactions with each style, the S customer’s interaction with each style, and so on. In any case, it is unlikely that you will want to play every segment for participants. **Most facilitators find it helpful to show the ineffective interaction (“A”) before illustrating the adaptive behavior (“B”) of each combination.**

GUIDED DEMO

This segment helps participants understand how the DiSC® model relates to the sales process. Participants learn that each DiSC style has different priorities, behaviors, and needs in buying situations.

Laura, an “i” salesperson, and Ann, a “D” customer, show an ineffective interaction. A narrator explains Ann’s priorities and why Laura is missing the mark. Laura adapts her behavior to meet Ann’s needs, which leads to a much more effective sales call.



Laura
i Salesperson



Ann
D Customer

D SALESPERSON – RENEE

Renee/Ann (A) D Salesperson/D Customer

The salesperson, Renee, is aggressive with Ann, who has a strong need to take control of the discussion. The communication is ineffective because

- Renee is insistent and tries to tell Ann what to do
- Renee dismisses Ann's objections
- Renee implies that she knows better



Renee



Ann
D Customer

Renee/Ann (B) D Salesperson/D Customer

Renee remains straightforward but acknowledges the expertise of Ann, who needs to feel respected. The communication is more effective because

- Renee avoids coming across as bossy
- Renee stresses the benefits of her service to the bottom line
- Renee makes it clear that Ann will make the final decision

Renee/Michael (A) D Salesperson/i Customer

Renee is abrupt and curt with Michael, who prioritizes personal relationships. The communication is ineffective because

- Renee is condescending when Michael tries to form a personal bond
- Renee ignores Michael's request for information on what other people are doing
- Renee makes no attempt to be friendly



Renee



Michael
i Customer

Renee/Michael (B) D Salesperson/i Customer

Renee is approachable and interacts with Michael, who feels comfortable and is at ease with her. The communication is more effective because

- Renee indulges Michael's need for small talk
- Renee is open to his suggestions
- Renee says she appreciates people who have a sense of humor or high energy

D SALESPERSON – RENEE (CONTINUED)

Renee/Christiana (A) D Salesperson/S Customer

Renee rushes Christiana to make a quick decision, which conflicts with Christiana's need to be cautious and reflective. The communication is ineffective because

- Renee dismisses Christiana's concerns
- Renee doesn't try to reassure Christiana
- Renee uses fear tactics and brings up worst-case scenarios



Renee



Christiana
S Customer

Renee/Christiana (B) D Salesperson/S Customer

Renee lets Christiana know that she understands her concerns, which fulfills Christiana's need to be reassured. The communication is more effective because

- Renee validates Christiana's preference to be cautious
- Renee empathizes with Christiana's need to keep things simple and reliable
- Renee offers to go over the options step by step

Renee/Jesse (A) D Salesperson/C Customer

Renee pressures Jesse for a decision before he has done his research, which clashes with his need to analyze options logically and thoroughly. The communication is ineffective because

- Renee contradicts Jesse's assertions that there are differences among products
- Renee dismisses Jesse's preference to take his time and study the details
- Renee blatantly challenges Jesse's expertise



Renee



Jesse
C Customer

Renee/Jesse (B) D Salesperson/C Customer

Renee emphasizes that she understands Jesse's need to go over the specifics, which lines up with his preference to make decisions based on logic. The communication is more effective because

- Renee makes it clear that she is not trying to rush him
- Renee offers to get Jesse the analysis he desires
- Renee lets him know that she can back up her assertions with proof

i SALESPERSON – LAURA

Laura/Ann (A) i Salesperson/D Customer

Laura tries to make small talk with the Ann, who just wants to focus on business. The communication is ineffective because

- Laura goes off on tangents and avoids getting to the point
- Laura is not prepared to talk business
- Laura's attempt at relationship building may be seen as manipulative



Laura



Ann
D Customer

Laura/Ann (B) i Salesperson/D Customer

Laura gets to the point with Ann, who has a strong need to emphasize the bottom line and minimize chitchat. The communication is more effective because

- Laura cuts off her small talk and gets to the point
- Laura makes it clear that she respects Ann's time
- Laura stresses that she knows results are important to Ann

i SALESPERSON – LAURA (CONTINUED)

Laura/Michael (A) i Salesperson/i Customer

Laura spends all of her time socializing with Michael, who shares her interest in making small talk. The communication is ineffective because

- Laura spends too much time talking and neglects to bring up business concerns
- Laura assumes that the details don't matter to Michael's team
- Laura fails to gain Michael's commitment to her offering



Laura



Michael
i Customer

Laura/Michael (B) i Salesperson/i Customer

Laura is friendly and upbeat with Michael, who shares her need to socialize, but she moves the discussion back to business. The communication is more effective because

- Laura avoids getting sidetracked
- Laura emphasizes new possibilities
- Laura encourages Michael to get excited about her offering

Laura/Christiana (A) i Salesperson/S Customer

Laura presumes that everything is set with Christiana, who would like more time to carefully go over the options. The communication is ineffective because

- Laura displays little interest in details
- Laura doesn't acknowledge Christiana's concerns or general anxiety
- Laura wants a quick decision



Laura



Christiana
S Customer

Laura/Christiana (B) i Salesperson/S Customer

Laura makes time to socialize with Christiana, who shares her prioritization of personal relationships, but she then gets the conversation focused on business. The communication is more effective because

- Laura slows down the pace and empathizes with Christiana's hesitation
- Laura says she will offer whatever information Christiana needs
- Laura strives to make Christiana comfortable with the decision

Laura/Jesse (A) i Salesperson/C Customer

Laura tries to establish a friendly rapport with Jesse, who feels overwhelmed by her enthusiasm. The communication is ineffective because

- Laura glosses over details and ignores Jesse's need for specifics
- Laura refers to other people's impressions rather than offer Jesse evidence
- Laura appears manipulative by trying to be too friendly too fast



Laura



Jesse
C Customer

Laura/Jesse (B) i Salesperson/C Customer

Laura sticks to the facts with Jesse, who has a strong need to analyze his options. The communication is more effective because

- Laura avoids invading his privacy or getting too personal
- Laura encourages Jesse to study the data and make comparisons
- Laura allows Jesse to come to his own conclusions about her offering

S SALESPERSON – ERIC

Eric/Ann (A) S Salesperson/D Customer

Eric is accommodating, but indecisive when talking with Ann, who respects confidence in salespeople. The communication is ineffective because

- Eric comes across as wishy-washy and won't give a definite opinion
- Eric is unable to provide the quick, big-picture overview that Ann desires
- Eric appears not to know what he is talking about



Eric



Ann
D Customer

Eric/Ann (B) S Salesperson/D Customer

Eric comes across as competent and knowledgeable about Ann's business, which is important to her. The communication is more effective because

- Eric makes a confident recommendation based on Ann's needs
- Eric offers the immediate turnaround that Ann wants to see
- Eric respects Ann's authority but does not appear weak

Eric/Michael (A) S Salesperson/i Customer

Eric goes over options methodically and carefully, which does not suit Michael, who wants to keep things moving quickly. The communication is ineffective because

- Eric is hesitant to be as open and sociable as Michael would like
- Eric ignores Michael's preference to discuss exciting options
- Eric slows down the sales process and deflates Michael's energy



Eric



Michael
i Customer

Eric/Michael (B) S Salesperson/i Customer

Eric is willing to speed the sales process up, which appeals to Michael's preferences. The communication is more effective because

- Eric lets Michael take the lead
- Eric gives Michael a brief overview rather than dwelling on the specifics
- Eric reciprocates Michael's enthusiasm

Eric/Christiana (A) S Salesperson/S Customer

Eric is just as cautious as Christiana, with the result that nothing gets done during the sales call. The communication is ineffective because

- Eric does not attempt to help Christiana come to any conclusions
- Eric allows Christiana to take more time than is necessary to make a decision
- Eric fails to gain Christiana's commitment to his offering



Eric



Christiana
S Customer

Eric/Christiana (B) S Salesperson/S Customer

Eric is willing to go over options methodically with Christiana to resolve the situation, which suits her need to be reassured. The communication is more effective because

- Eric sympathizes with Christiana's indecisiveness but does not enable it
- Eric offers to help Christiana decide upon her best option
- Eric pinpoints the specific aspects that are causing Christiana stress

S SALESPERSON – ERIC (CONTINUED)

Eric/Jesse (A) S Salesperson/C Customer

Eric is reluctant to provide the objective evidence that Jesse needs to make his decision. The communication is ineffective because

- Eric doesn't come across as competent or knowledgeable
- Eric fails to provide data or evidence for Jesse to analyze
- Eric does not make logical or rational arguments



Eric



Jesse
C Customer

Eric/Jesse (B) S Salesperson/C Customer

Eric carefully explains the pros and cons of each option to Jesse, which fulfills Jesse's preference to look at the facts. The communication is more effective because

- Eric is prepared to offer the analysis that Jesse requires
- Eric has a good idea of the factors that Jesse wants to examine
- Eric appears to know what he is talking about

C SALESPERSON – MARC

Marc/Ann (A) C Salesperson/D Customer

Marc emphasizes reliability with Ann, who is less interested in reassurances such as warranties and guarantees. The communication is ineffective because

- Marc goes over details rather than give Ann the big-picture that she wants
- Marc fails to keep the sales process moving forward quickly
- Marc ignores Ann's preference to address the bottom line



Marc



Ann
D Customer

Marc/Ann (B) C Salesperson/D Customer

Marc lets Ann know that he understands her business, which is important to her because she prioritizes competency. The communication is more effective because

- Marc makes a confident, knowledgeable, and firm recommendation
- Marc is willing to move past specifics
- Marc allows Ann to control where the discussion goes

Marc/Michael (A) C Salesperson/i Customer

Marc goes into excessive detail about his offering, which annoys Michael. The communication is ineffective because

- Marc makes no attempt to be warm or friendly
- Marc ignores Michael's attempts to make small talk
- Marc avoids summarizing information for Michael



Marc



Michael
i Customer

Marc/Michael (B) C Salesperson/i Customer

Marc avoids getting into heavy analysis, which suits Michael's needs. The communication is more effective because

- Marc emphasizes the effect that his offering will have on people
- Marc stresses the intuitive nature of his product
- Marc presents a brief overview

C SALESPERSON – MARC (CONTINUED)

Marc/Christiana (A) C Salesperson/S Customer

Christiana is indecisive and has a high need for security. Marc does not attempt to reassure her. The communication is ineffective because

- Marc is cold and inflexible
- Marc fails to let Christiana know that he will be available to help her
- Marc pays little attention to Christiana's concerns about future problems



Marc



Christiana
S Customer

Marc/Christiana (B) C Salesperson/S Customer

Marc points out that he shares Christiana's interest in going over options carefully, which makes her feel more secure about the discussion. The communication is more effective because

- Marc encourages Christiana to identify her objections
- Marc makes it clear that he understands Christiana's concerns
- Marc tries to reassure Christiana on each point

Marc/Jesse (A) C Salesperson/C Customer

Marc insists that his analysis of the data is better than that of Jesse, who wants to come to his own conclusions. The communication is ineffective because

- Marc refuses to listen to Jesse's interpretation of the numbers, inciting a logic war
- Marc does not allow Jesse a chance to display his expertise
- Marc neglects to give Jesse the data he needs to make an informed decision



Marc



Jesse
C Customer

Marc/Jesse (B) C Salesperson/C Customer

Marc doesn't dismiss any options before Jesse has had a chance to study them, which appeals to Jesse's need to analyze. The communication is more effective because

- Marc offers to provide the analysis that Jesse needs to make a decision
- Marc shows respect for Jesse's knowledge and expertise
- Marc listens to Jesse's objections without getting defensive

CUSTOMER PRIORITY INTERVIEWS

TOTAL LENGTH: 9 MINUTES

This section shows people talking about their priorities and preferences as customers. Each of the eight priorities of the Everything DiSC[®] Sales Map are discussed by people for whom that preference is crucial. Each of these segments is taken from unscripted interviews with the actors speaking about their real life experiences and preferences as customers.

In contrast to other sections, these video clips are not built into the facilitation materials. See page 15 for some facilitation suggestions.

The menu for this section lists the eight sales priorities as they appear on the Everything DiSC Sales Map. Simply click on the priority that you want to view.

ACTION

LENGTH: 1 MINUTE



Characters representing the D and i styles explain how they respond positively to salespeople who get the ball rolling. They also state that they make quick decisions about products or services, and they emphasize that they want things to happen immediately.

ENTHUSIASM

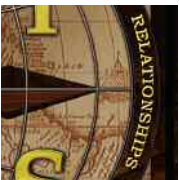
LENGTH: 1.5 MINUTES



Characters representing the i style talk about how important it is for salespeople to be excited about the offering in order to convince them to buy it. They also stress that they need to feel good about the purchase, and they primarily want to buy from people who clearly want to sell.

RELATIONSHIPS

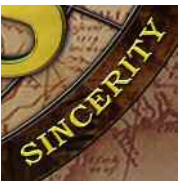
LENGTH: 1.5 MINUTES



Characters representing the i and S styles discuss how they react well to salespeople who establish trust and get to know them as individuals. They also talk about their need to know that someone is looking out for their needs, and they distinguish between people who help them instead of just sell to them.

SINCERITY

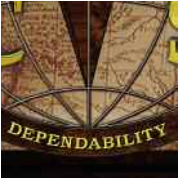
LENGTH: 1 MINUTE



Characters representing the S style explain that they look for salespeople who listen well and offer reassurance. They also discuss the importance of knowing that salespeople are legitimately interested in their situation and that their concerns are being met.

DEPENDABILITY

LENGTH: 1.5 MINUTES



Characters representing the S and C styles point out that they value salespeople who stand behind their product or service. They also discuss the importance of support after the sale is completed, and they emphasize how responding to concerns in a patient and thorough manner is vital.

QUALITY

LENGTH: 1 MINUTE



Characters representing the C style talk about how they respond well to salespeople who emphasize objective quality and avoid emotional appeals. They also state that they do not want to make a lot of small talk and need to have their questions about an offering answered precisely.

COMPETENCY

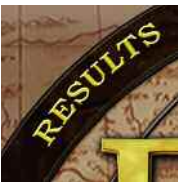
LENGTH: 1 MINUTE



Characters representing the D and C styles discuss how they react in a positive way to salespeople who have a wide range of knowledge about the offering. They also state that they look for confidence in salespeople, and they expect questions to be answered quickly.

RESULTS

LENGTH: 30 SECONDS



Characters representing the D style point out that they appreciate salespeople who stick to the point and avoid trying to become friends or form a personal bond. They also talk about how they need to know all their options right away and want salespeople to fill in the blanks without going into excessive detail.

CUSTOMER PRIORITY INTERVIEWS: FACILITATION SUGGESTIONS

IDEA 1

Have the participants get into style groups. Play a segment from the video that illustrates the priority of a specific style (e.g., Results to show the D style, Quality to show the C style, and so on).

Small groups then discuss how they would sell to a customer who displayed the priorities they saw in the video. They flipchart ideas about how to adapt their natural styles, or build upon their natural strengths, to address the customer's priorities. Participants then report out to the larger group.

Repeat the exercise with three other segments to illustrate the other DiSC® styles.

IDEA 2

Play a segment from the video that illustrates the priority of a specific style (e.g., Results to show the D style, Quality to show the C style, and so on).

The participants identify a real-world customer who displays the priority illustrated. They then find a partner and role play selling to that customer, using one of their actual products or services. The partners then switch roles.

Repeat the exercise with three other segments to illustrate the other DiSC styles.

The partners debrief by discussing which of their natural behaviors were most effective or ineffective. They also come up with ideas about how they can better meet that priority and address the customer's needs.

IDEA 3

Follow-up to the customer-mapping game played in Module 3, this time using real-world customers.

Inform the participants that the clips they are about to see are unscripted interviews about real-world customers and buying situations. Do not tell them that the segments focus on particular priorities.

Play a Priority Interview segment. Have teams identify the customer buying style or styles revealed through the discussion of that priority. For priorities that are shared by two styles, have them discuss both styles and the differences between how the priority is expressed for each.

Repeat the exercise with at least three other segments to illustrate the other DiSC styles.

