

# Frequently Asked Questions

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## Everything DiSC<sup>®</sup> Sales Concepts

### **How does Everything DiSC Sales relate to DiSC<sup>®</sup>?**

Everything DiSC<sup>®</sup> profiles traditionally provide narrative feedback with a particular area of focus such as interacting with colleagues, managing and motivating employees, or leading a team. Due to the wide ranging application of sales roles, the focus of Everything DiSC<sup>®</sup> Sales feedback is multi-purposeful, providing you with not only specific information about your general approach to selling, but also helping you recognize and understand customer buying styles in any sales scenario. While still aligning with our cornerstone principle that all DiSC<sup>®</sup> styles are equally valuable, Everything DiSC Sales helps you narrow the unknown aspects of sales to quickly build meaningful connections with your customers, each with their own behavioral and communication preferences.

### **Is the Everything DiSC Sales assessment valid and reliable?**

Yes. In fact, we only publish Everything DiSC products that have surpassed our strict testing standards and have been proven effective through our iterative design process. Everything DiSC Sales is one of a number of assessments within the Everything DiSC family of products. This assessment builds on over 40 years of DiSC research and knowledge. Specific information related to validity and reliability is available in the Everything DiSC Research Report and the *Everything DiSC Research Manual* (in English).

### **How did you determine the Sales Priorities?**

First, we used the existing DiSC model research to derive the priorities of salespeople with different DiSC styles. Next, we collected data to evaluate these hypotheses. From this research, a model of the Everything DiSC Sales priorities was developed. We then asked salespeople to rate how important they felt various sales tasks were for someone in that role. The Everything DiSC Sales model accurately reflects real-life sales environments and is useful for understanding various approaches to selling. More information is available in the Everything DiSC Research Report and the *Everything DiSC Research Manual* (in English).

### **Will Everything DiSC Sales help me understand my customer as well as my selling style?**

Yes. The Everything DiSC Sales program begins by helping salespeople explore their own selling strengths and challenges. Then, the Everything DiSC Sales program, including follow-up reports, offers a deep-dive into customer buying styles and how to recognize common patterns people may show based on their DiSC style. You'll learn to identify a customer's buying style and quickly build meaningful connections with these individuals by adapting your sales approach to meet that specific customer's needs.

## **What are Customer Interaction Maps?**

Customer Interaction Maps are a complementary tool that is offered after you have completed your Everything DiSC® Sales profile. These maps allow you to take what you have learned about DiSC® and apply it to specific customers. Thinking of a specific person, you will identify their probable DiSC style based on a few short questions. This will generate a Customer Interaction Map that will give you tips and strategies for selling to that specific person, based on your DiSC style in relation to their DiSC style. Customer Interaction Maps are available through MyEverythingDiSC, our first-in-class learning portal that is exclusive to Everything DiSC®.

## **Why does some of my feedback seem to contradict what I know about my DiSC® style?**

There may be times when a person's report and narrative feedback do not seem consistent with characteristics typical of their DiSC style. For instance, we know that two people with the D style are not identical. This is because the D style is multidimensional and, therefore, contains correlated but separate elements such as forcefulness, directness, and tough-mindedness. There are times when an individual may demonstrate only two out of three of these characteristics and still be classified as a D style. Unexpected behaviors or priorities outside of the typical characteristics a DiSC style help reflect the depth of a person's individual personality. The Everything DiSC® Supplement for Facilitators can help you identify these unexpected behaviors and is available for any Everything DiSC profile.

## **How can I get a deeper understanding of the background and concepts related to Everything DiSC® Sales?**

For resources such as research reports and coaching tips and tools, refer to the Everything DiSC Sales Help and Resources links in the Support Materials folder on the USB drive of the Everything DiSC® Sales Facilitation Kit. In addition, you may find detailed information in the *Everything DiSC Research Manual* (in English). Our new, first-in-class learning platform, MyEverythingDiSC, also offers many opportunities to learn more about research and theory of the Everything DiSC model. Here you'll find ways to continue to use and learn from DiSC on a daily basis. Ask your Authorized Partner or account manager for more information on how to access MyEverythingDiSC.

## **Everything DiSC Sales Facilitation**

### **Does an organization need to have previous knowledge of DiSC to use Everything DiSC Sales?**

No. An overview of DiSC as well as a narrative specific to a participant's DiSC style is provided in the early pages of the Everything DiSC Sales Profile. These pages give a sufficient foundation for understanding how an individual's natural tendencies influence their selling priorities. The Everything DiSC Sales Facilitation Kit also covers the foundational elements of the DiSC model so that participants will have the grounding they need to understand the more advanced topics covered in the Everything DiSC Sales Profile.

### **What if participants have already taken an assessment for a different Everything DiSC® program?**

If a participant has already taken an Everything DiSC® assessment, you can use the foundational DiSC® scores to create a Sales report for the same person. To create a report, locate the participant's existing Everything DiSC record in EPIC and follow the prompts to create an additional report from that data. Because Sales has specific items and behavioral priorities associated with it, participants will still have to answer certain items to receive their Sales Profile. See EPIC Help and Tutorials for more information.

### **How much class time should I plan for facilitating Everything DiSC® Sales?**

The Everything DiSC® Sales facilitation consists of six, 50-minute modules. Delivery time depends on group size and group and partner discussions. It is not recommended that a trainer attempt to deliver all six modules in a single day's session. In addition to the effects of group size and discussion needs, the trainer should consider the large amount of information processing that is required of the participants. Test groups have found that two days is best to ensure a positive, enlightening sales development experience. Given its modular design, Sales facilitation can also be delivered as a workshop series, with each module serving as a separate workshop.

### **Can I use this training with both intact groups as well as non-intact groups?**

Yes. While the program mainly helps individuals explore their own strengths and challenges in working and communicating with others, the activities in the Everything DiSC Sales facilitation also help reveal patterns and insights about communicating within an intact sales group. When working with an intact group, you may have the opportunity to enrich the program by taking participants' newfound insights to an organizational level in your discussions.

### **Can the Everything DiSC Sales training be delivered in a virtual environment?**

Yes. However, as you consider how to adapt Everything DiSC Sales to a virtual environment; do not underestimate the power of the conversations that are inspired by this training, which are a primary agent for insight processing. Thus, be sure to design your webinar to use interaction tools to their fullest extent. Limiting your class sizes to 15-20 participants will also help facilitate meaningful conversations in a virtual environment.