

## EVERYTHING DiSC<sup>®</sup> SALES

**PROGRAM LENGTH:** Six 50-minute modules, 5-6 hours total

**PROGRAM DESCRIPTION:** *Everything DiSC<sup>®</sup> Sales* uses DiSC<sup>®</sup> to help salespeople communicate better and improve their sales relationships. Participants are introduced to the Everything DiSC Sales Map, which informs each step of the process.

- Discover your DiSC style, priorities, strengths, and challenges
- Recognize and understand your customers' buying styles
- Learn to navigate from you to your customers

---

### SECTION I: UNDERSTANDING YOUR DISC<sup>®</sup> SALES STYLE

---

#### MODULE 1

**Length:** 50 minutes

**Video:** 8 minutes

**Activities:**

- Partner
- Small Group

**Materials:**

- Handout 1.1
- Handout 1.2
- *Everything DiSC Sales Profile* pp 3-6

**Goals:**

- Discover the Everything DiSC Sales Map
- Identify the priorities of your sales style

**Activity Description:**

Participants list their strengths and challenges, then share personal examples of each with a partner. A video introduces them to the priorities that characterize each DiSC sales style. Participants read the *Everything DiSC Sales Profile* to discover their own priorities, strengths, and challenges, and then discuss what they've learned with partners.

#### MODULE 2

**Length:** 50 minutes

**Activities:**

- Individual
- Small Group

**Materials:**

- Handout 2.1
- *Everything DiSC Sales Profile* pp 5-6
- Interview Cards

**Goals:**

- Practice what you've learned about your sales priorities
- Reflect on how DiSC can improve your sales interactions

**Activity Description:**

Participants apply their knowledge of their DiSC styles and priorities in a job interview simulation. In groups of four, they take turns at being interviewers and candidates. Interviewers ask priority-based situational questions; candidates answer the questions while remaining true to their styles. After debriefing, they identify strengths and challenges to keep in mind as they learn to connect better with customers.

*Continued on next page*

## SECTION II: RECOGNIZING AND UNDERSTANDING CUSTOMER BUYING STYLES

### MODULE 3

**Length:** 50 minutes

**Video:** 7 minutes

**Activities:**

- Individual
- Large Group

**Materials:**

- Handout 3.1
- Handout 3.2
- Handout 3.3
- *Everything DiSC Sales Profile*  
pp 8-11

**Goals:**

- Learn a process for placing customers on the Everything DiSC<sup>®</sup> Sales Map
- Practice the customer-mapping process

**Activity Description:**

Participants make a list of their customers' expectations in sales interactions. They then identify their best and most challenging customers and rank the expectations for each. A video shows how to identify the buying styles of customers, after which they read their profiles for specific information about recognizing each style. They then practice customer mapping using a series of video segments in a competitive team activity.

### MODULE 4

**Length:** 50 minutes

**Video:** 6 minutes

**Activities:**

- Individual
- Small Group

**Materials:**

- Handout 3.1 (from Module 3)
- Handout 4.1
- Handout 4.2
- *Everything DiSC Sales Profile*  
pp 12-15
- *Everything DiSC Sales Customer Interaction Guides*

**Goals:**

- Explore the priorities that drive each customer buying style
- Map the buying styles of your customers

**Activity Description:**

Participants watch a series of video segments explaining the priorities of each customer buying style. After each video segment, they read their profiles to understand what drives each customer style. In same-style groups, they discuss working with this type of customer. Finally, participants plot their own customers to complete their Everything DiSC Sales Maps.

*Continued on next page*

---

## SECTION III: ADAPTING YOUR SALES STYLE TO YOUR CUSTOMER'S BUYING STYLE

---

### MODULE 5

**Length:** 50 minutes

**Video:** 8 minutes

**Activities:**

- Partner
- Small Group

**Materials:**

- Handout 5.1
- Handout 5.2

**Goals:**

- Explore how failing to adapt can interfere with the sales process
- Discover how to adapt for better outcomes with customers

**Activity Description:**

Participants share stories about times they were customers and experienced style mismatches with salespeople. A video demonstrates an ineffective sales interaction and then an adapted, more effective interaction. Next, several video segments show style mismatches between customers and salespeople. After each segment, participants discuss how the salesperson could adapt his or her behaviors. They then watch a follow-up segment that demonstrates a better approach.

### MODULE 6

**Length:** 50 minutes

**Activities:**

- Individual
- Partner

**Materials:**

- Handout 6.1
- Handout 6.2
- Handout 6.3
- *Everything DiSC® Sales Profile* p 23

**Goals:**

- Practice adapting to a specific customer
- Develop a plan to improve sales interactions with this customer

**Activity Description:**

Participants read about adapting to the customer they identified when they completed their prework. In pairs, they role play interactions with their customers and provide each other with feedback on adapting. Finally, participants write customer interaction plans and share them with partners for feedback and suggestions.

---

## POST-TRAINING REINFORCEMENT

---

### EVERYTHING DiSC® SALES CUSTOMER INTERACTION MAP

**Length:** 5-10 minutes each map

**Activities:**

- Individual
- Coaching

**Materials:**

- *Everything DiSC Sales Customer Interaction Map*

**Goals:**

- Practice customer-mapping techniques
- Explore strategies for adapting to actual customers

**Activity Description:**

Participants explore the personalized *Everything DiSC Sales Customer Interaction Map* that compares their style with that of the customer. They learn about priority similarities and differences and discover specific strategies for connecting better with the customer.