

Welcome to the **DISC Wizard's**

"How to Increase Sales by Understanding Your Prospects"



I'm so glad you purchased this audio course. I know you're going to love the information and if you apply it, you will see improved results with your prospects.

In this 60-minute audio program, here's what you will discover:

- ☑ How to recognize the different DISC styles in the sales process
- ☑ The **biggest mistake** most people make on the initial sales or prospecting call.
- ☑ **5 Selling Secrets** you can only learn "in the trenches" – revealed here!
- ☑ Know why people buy – the **buying motivations** of the four DISC behavioral styles.
- ☑ Learn **how** and **when** to "close" the four different styles.
- ☑ **INCLUDED:** A "**Quick Glance Reference Guide**" to the DISC Tendencies so you'll be able to quickly identify people's style.
- ☑ **BONUS:** Behavioral Selling Skills guide to reading Body Language

The following pages can be completed by listening to the "**How to Increase Sales by Understanding Your Prospects**" audio CD or MP3.

To access your **FREE BONUS "How to Understand Your Personal DISC Results"**, go to http://insightspps.com/newsite/thankyou_selltodisc/.

To Your Sales Success!

Nancy Roberts, The DISC Wizard

1) Five Secrets I've learned about sales in the past five years:

One








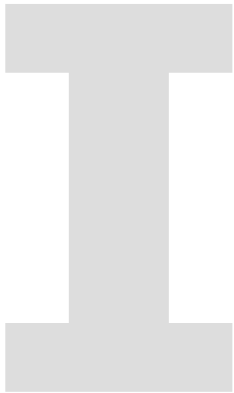
Two

Three




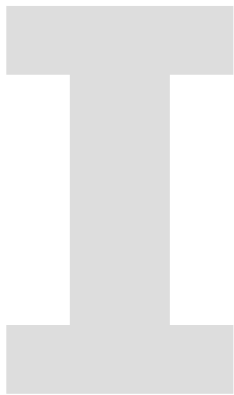
Four

Five





2) DISC Model Overview:

3) The Buying Motivation of the Four Styles:

3) How and When To Close the Four Styles:

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4) The #1 mistake most people make on the initial sales call:

GOLDEN RULE:

PLATINUM RULE:

5) Three questions to answer for yourself:

1. Are you inherently motivated to sell? **YES NO**
2. Do you have the right behaviors to sell? **YES NO**
3. Can you recognize yourself and change what isn't working in your sales process? **YES NO**

Additional Notes:

QUICK GLANCE REFERENCE GUIDE TO DISC

	"D" Style Dominance	"I" Style Influence	"S" Style Steadiness	"C" Style Compliance
% of Population	18%	29%	45%	8%
Strengths	Assertive Goal-oriented Decisive	Optimistic Outgoing Trusting	Process-oriented Patient Friendly	Accurate Problem-solvers Detailed
Liabilities	Impatient Pushy Insensitive	Carelessness Unrealistic Situational listener	Slow to change Appears insensitive Avoids controversy	Perfectionism Defensive if criticized Stuck in the details
Emotion	Anger	Optimism	Non-emotional	Fear
Under stress	Dictatorial	Emotional	Submissive	Withdrawn
Decisions are	Quick	Impulsive	Deliberate	Thoughtful
Wants	To Win	To be liked	Status Quo	Accuracy
Needs	Results	Recognition	Stability	Information
Fears (external)	Being swindled	Social rejection	Chaos	Criticism
Fears (internal)	Losing	Embarrassment	Loss of security	Mistakes
Esteem	Arrogant	Confidence (may be projected)	Humble	Modest/Insecure
Goals	Sets many, high-risk, not written down	Not good at setting goals. Intention is there, planning is not	Goals are short-term, low risk, may use daily to-do lists	Sets safe goals, planning
Time	Future	Present	All	Past
Risk-orientation	High	Moderate	Low	No
Direct/Indirect	Direct	Indirect	Indirect	Direct
Focus	Task	People	People	Task
Relationship w/environment	Extrovert	Extrovert	Introvert	Introvert

HOW TO RECOGNIZE THE DISC STYLES

	"D" Style Dominance	"I" Style Influence	"S" Style Steadiness	"C" Style Compliance
Drive	Fast, always in a hurry	Visual, looking around, radio on, cell phone in-use	Relaxed pace, no hurry	Careful, follow rules, best drivers
Greeting	Direct, firm handshake, eye contact	Smile, eye contact, friendly, long handshake	Professional, friendly but not overly	Very professional, may avoid eye contact, cool
Appearance	Power suits, bold colors or ties, all business	Fashionable, flashy, clothes make a statement	Simply dressed, not flashy or drawing attention	All buttoned up, traditional attire, straight laced
Office	Status conscious, large desk, roomy, trophies, awards	Contemporary, personalized, memorabilia	Family snapshots, homey atmosphere	Graphs, charts functional, organized chaos
Gestures	Lot of movement, big, bold gestures	Big gestures and facial expressions	Small gestures, poker faced	Very reserved, little or no gestures
Walk	Fast, always going somewhere	Weave, people focus, make eye contact, may run into things	Steady, easy pace	Straight line, no eye contact
Stress relief	Physical activity, preferably competitive	Interaction with people	Rest time/sleep Downtime	Alone time
Books	Cliff notes, executive book summaries, business books	Fiction, self-improvement	People stories, fiction and nonfiction	Nonfiction, technical journals
Magazines	Fortune, Forbes, Money, Wall Street Business Journal	People, Oprah, Psychology Today	Reader's Digest, National Geographic	Consumer Reports, IT Magazines
Color noticed first	Green (money)	Red (flashy)	Blue (calm)	Yellow (caution)
Target	Fire! Fire! Fire!	Ready, are we ready? Aim, okay let's aim! Fire, c'mon it's fun!	Ready, ready, ready, aim, fire.	Ready, aim, aim, aim, aim, aim, aim, aim, aim, fire.

"Effective interaction depends upon you understanding yourself, others and being able to adapt to them."