

UNDERSTANDING BEHAVIOR STYLES FOR INCREASED SALES

An Introduction to DISC

Brought to you by...

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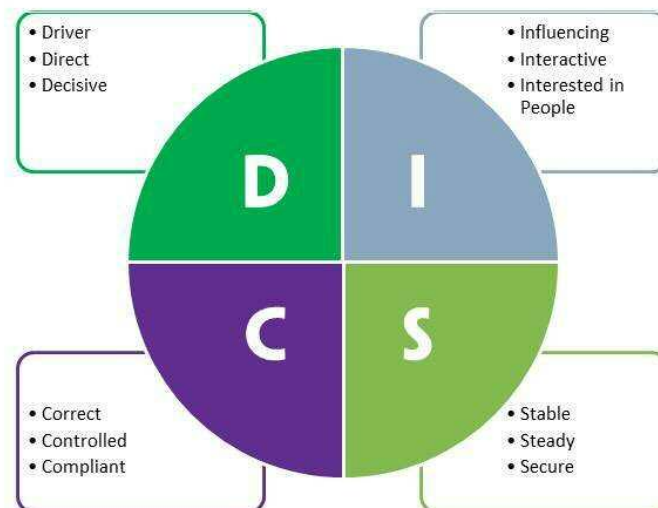
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DISC is an easy to use, fairly inexpensive and easily understood model for explaining behavior, motivation and communication styles. The information provided by this assessment can be used to help predict behavior in certain situations. It can also show where certain individuals are more comfortable, allowing them to identify both the type of work they will thrive in as well as the best working environment. BUT most importantly... DISC can help us understand and improve our communication skills! Let me show you what I mean!



The DISC Model of Behavior

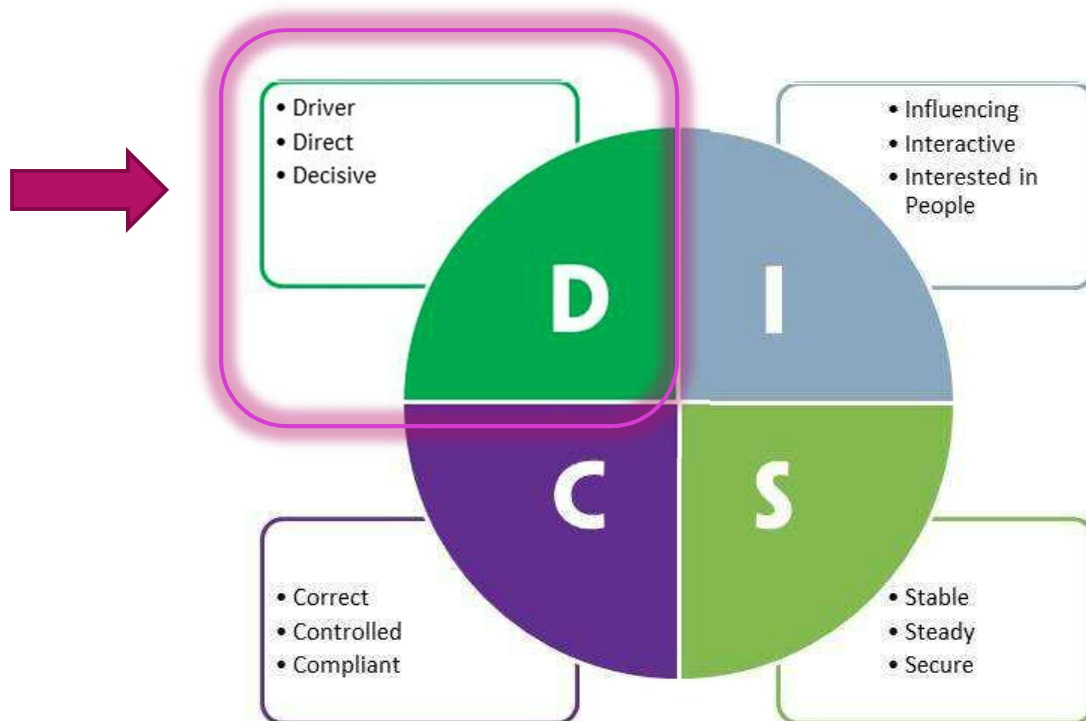


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There are 4 main behavior styles:

- The High “D” – Dominant
- The High “I” – Influential
- The High “S” – Steady/Secure
- The High “C” – Concise/Compliant

The High “D” Behavior Style



D – Dominant or Driver

Characteristics Communication Style

- ▶ Outspoken
- ▶ Persistent
- ▶ Welcomes Changes
- ▶ Decisive
- ▶ Self Starter

- ▶ Direct
- ▶ To the Point
- ▶ No Fluff
- ▶ NO – “ Warm & Fuzzy”

Natural Emotion = Anger

Biggest Fear = Being Taken Advantage of

Theme Song: “I Did It My Way” ~ Sinatra

**Blindspot = How Others Perceive Them
Others Emotions**

Famous examples include: Donald Trump, Simon Cowell, Mark Cuban, Barbara Walters, Hilary Clinton

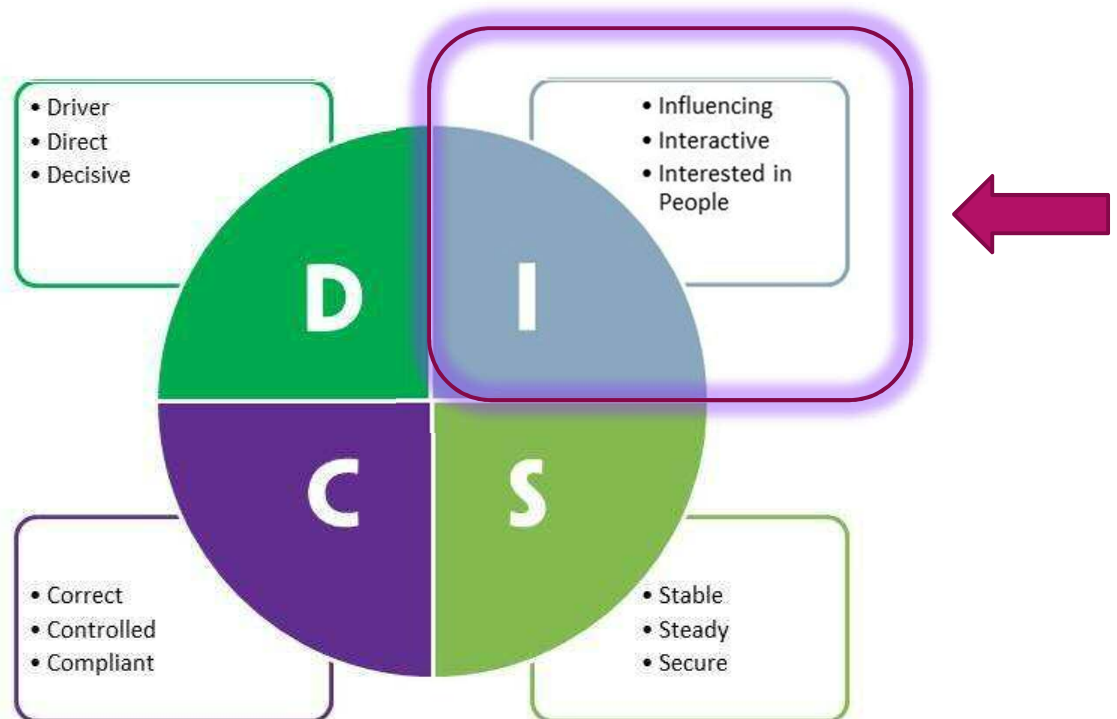
Identifying a High “D”

- ▶ A High “D” likes you to get to the point and FAST
- ▶ Wants it NOW with little conversation.
- ▶ Outspoken! They will talk fast, take control of the situation and tell you what they know before you get a chance to say much.
- ▶ They move fast, talk fast, gesture a lot
- ▶ They don't like slow and tend to be impersonal and results oriented.
- ▶ D's are quick to make a decision.
- ▶ When asked the question: Tell me about yourself, They will give brief answers mostly about their accomplishments

Communicating with a High “D”

- ▶ Emphasize the Bottom Line!
- ▶ Be blunt and fast paced
- ▶ D's Like bullet points and headlines
- ▶ Niceties are lost on D's – get to the point!
- ▶ Ask poignant questions so they can tell you what they want.
- ▶ Stress opportunities for prestige, challenge and efficiency
- ▶ Emphasize results
- ▶ Flatter their ego a bit – ask for their opinion.

The High “I” Behavior Style



I - Influential

Characteristics

- ▶ Enthusiastic
- ▶ Fun
- ▶ Popular
- ▶ Charming
- ▶ Confident

Communication Style

- ▶ Inclusive
- ▶ Personal
- ▶ Upbeat
- ▶ “Hugger”

Natural Emotion = Optimism

Biggest Fear = Not being liked

**Theme Song:
“Celebration” ~ Kool and the Gang**

**Blindspot = Overly Optimistic,
Talk but no Action**

Famous examples include: Rachel Ray, Will Smith, Jimmy Fallon, Ellen DeGeneres

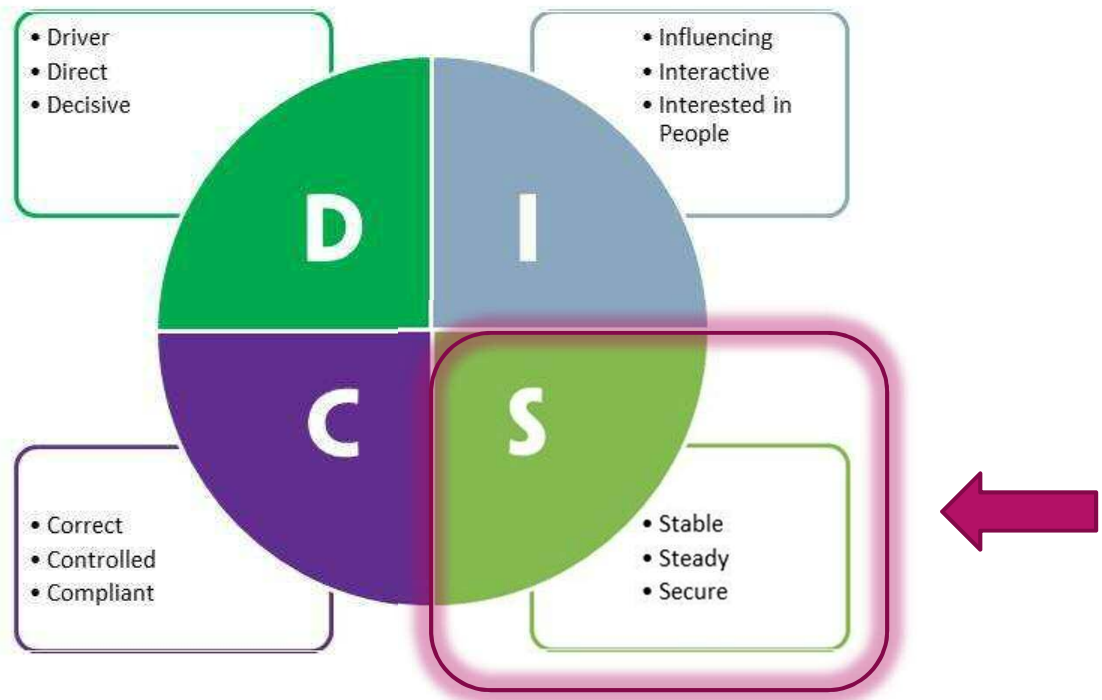
Identifying a High “I”

- ▶ A High “I” wants to like you and for you to like them. Likes to be around people.
- ▶ Likes FUN and enthusiasm!
- ▶ Also outspoken. They smile a lot, everything is BIG and they have a story about it
- ▶ They move quickly and Love interaction
- ▶ They often want to tell you about THEM!
- ▶ They get distracted easily and do not focus on details.
- ▶ When asked the question: Tell me about yourself, They will begin to tell you about them, usually in a story form. It will be difficult for them to stay on point.

Communicating with a High “I”

- ▶ Get to know the client personally.
- ▶ Tell stories!
- ▶ Bullet points and headlines work here too! Don't give a lot of detail. What's in it for them??
- ▶ Smile with enthusiasm and friendliness.
- ▶ Touch their arm or back as you speak.
- ▶ Ask about their day!
- ▶ Talk about working together and having a great time!
- ▶ If they like you they will want to work with you... The end!

The High “S” Behavior Style



S – Steady or Secure

Characteristics

- ▶ Friendly
- ▶ Team Player
- ▶ Good Listener
- ▶ Dependable
- ▶ Realistic

Communication Style

- ▶ Friendly
- ▶ Supporting
- ▶ Relaxed
- ▶ Non-Confrontational

Biggest Fear = CHANGE

**Natural Emotion = non-emotional
(They hide their emotions)**

**Theme Song:
“I’ll be there for you” ~ Friends TV Show**

**Blindspot = Does not Express Emotion Well,
Passive-aggressive response to Change**

Famous examples include: Carrie Underwood, Mr. Rogers, Laura Bush, Gandhi, Princess Diana

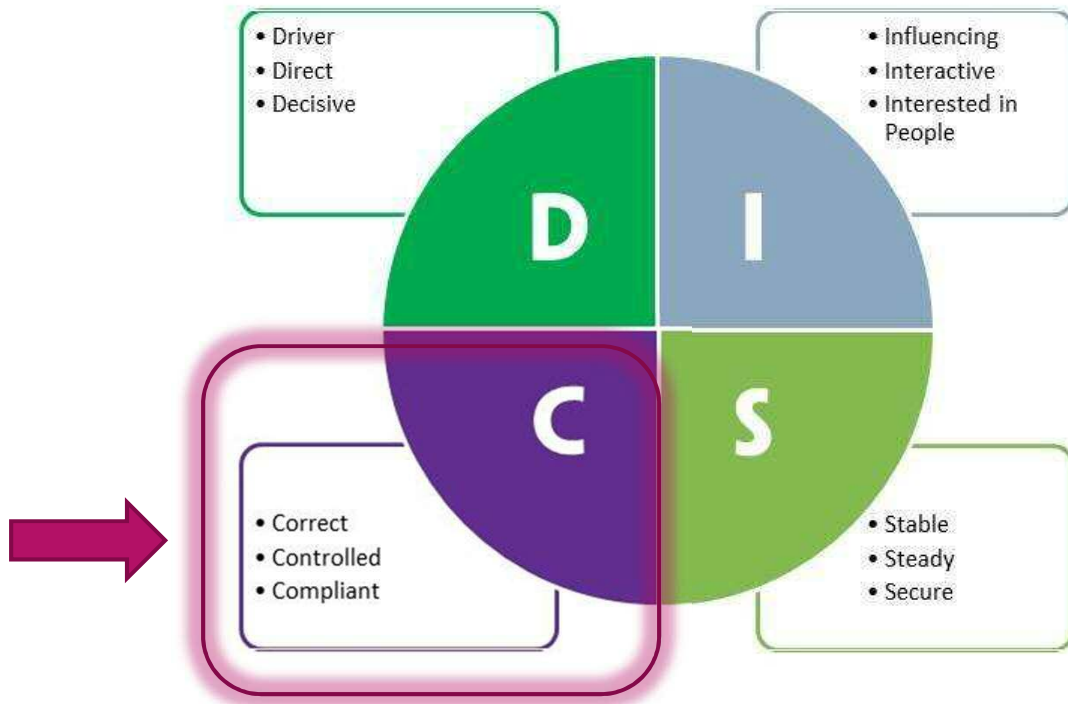
Identifying a High “S”

- ▶ A High “S” wants to be able to Trust you
- ▶ Wants Assurance
- ▶ They are nurturing and supportive
- ▶ Slow, calculated pace, calm
- ▶ Emotionally centered, reluctant
- ▶ Want to know more about you than sharing about them
- ▶ They need reassurance and want you to have their best interests in mind.
- ▶ Not quick to make a decision.
- ▶ When asked the question: Tell me about yourself, They will deflect the question. Maybe telling you about their family or something other than about themselves.

Communicating with a High “S”

- ▶ Be sincere and build trust
- ▶ Avoid sudden changes even if there is a sense of urgency.
- ▶ Show them you care about them and their family.
- ▶ Make it sound safe and secure!
- ▶ They will want to see testimonials from happy customers
- ▶ Ask them how their day is going, about their business or about their family.
- ▶ S's like to make sure everything is even keel... they will want to know how many years you have been in business.
- ▶ S's make decisions VERY slowly
- ▶ If you have to change something give them a lot of notice!

The High “C” Behavior Style



C – Conscientious Or Concise

Characteristics

- ▶ Analytical
- ▶ Diplomatic
- ▶ Patient
- ▶ Organized
- ▶ Precise
- ▶ Controlled

Communication Style

- ▶ Methodical
- ▶ Bullet Points
- ▶ Fact Based
- ▶ Research Oriented

Natural Emotion = Fear

Biggest Fear = Being Wrong

Theme Song:

“Anything you can do, I can do better”

**Blindspot = Too Focused on Unimportant details,
Can be defensive when criticized**

Famous examples include: Diane Sawyer, Hermione from Harry Potter, Monica from Friends, Bill Gates

Identifying a High “C”

- ▶ A High “C” wants information and LOTS of it!
- ▶ Wants Facts and likes order and structure!
- ▶ Slow paced
- ▶ Asks specific questions
- ▶ Needs a lot of information
- ▶ Examine things
- ▶ Will say things like, “mmm hmmm... ok... I understand.
- ▶ Unlikely to engage in small talk and cannot be swayed by a pitch based on emotion.
- ▶ When asked the question: Tell me about yourself, They will most likely ask for clarification. If not they will speak in list form.

Communicating with a High “C”

- ▶ Share about the quality and reliability about your product or service.
- ▶ Share as much information as you have.
- ▶ Let them ask a lot of questions.
- ▶ Details, details, details!
- ▶ Checklists, web links, contact numbers galore!
- ▶ C's need a lot of information before making a decision. Layer, Layer, Layer!
- ▶ Buys proven products with information to back it up.



Challenge...

Now you know about the 4 main behavior styles...

- ▶ Practice by Identifying 1 of each behavioral style in your personal life
- ▶ Practice by Identifying 1 of each behavioral style on TV or in the Movies

The more you practice... the easier it gets!



The information learned through
Understanding DISC can help
you...

1. **Improve your Communication Skills** both professionally and personally.
2. Have more **effective Sales Conversations** for increased sales.
3. Create **Stress-Free & Efficient Business Systems** based on YOUR behavior patterns.
4. Design a **Productive Work Space** with improvements based on your tendencies.
5. Develop **Deeper connections with Networking & Customer Service** of your clients
6. **Set Goals that Motivate**, not paralyze based on how you process information
7. **Grow your business** with improved customer loyalty
8. Get clear and **confident on your packaging and pricing**, including how to share it.
9. **The list goes on and on...**

But it only works if you practice & implement what you have learned!



Special offer for YOU!

If you would like to get your own DISC profile and get some help understanding and implementing... here is a special offer for you!

- ▶ Full DISC assessment with downloadable report
- ▶ 60 minute evaluation and strategy session with Coach Mindy
- ▶ \$100 off! Using code: SAVE100
- ▶ Visit

<http://innovativecoachingservices.com/disc/disc-discount-code-entry/>

Now you Know! So What is Next?

- ▶ Practice, Practice, Practice!
- ▶ Contact Coach Mindy for a free 30 minute Strategy Session Here: <https://calendly.com/coachmindy-ics/>
- ▶ Check out our Blog!
<http://innovativecoachingservices.com/blog/>
- ▶ Browse our Website to see all that Innovative Coaching Services has to offer!
<http://innovativecoachingservices.com/>
- ▶ Contact Coach Mindy with any questions:
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- ▶ Get your Discounted DISC assessment with 60 minute evaluation and strategy session here:
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Use Promo Code: SAVE100

Thank you! We hope to hear from you soon!