

# EVERYTHING DiSC® SALES



## INTRODUCING

## EVERYTHING DiSC® SALES

The most in-depth, easily customizable DiSC®-based sales-training solution available.



*Everything DiSC Sales* increases sales effectiveness using the power of DiSC. Salespeople learn to communicate better and improve their sales relationships by

- Understanding their DiSC sales styles
- Identifying and understanding their customers' DiSC buying styles
- Adapting their DiSC sales styles to meet their customers' needs

*Everything DiSC Sales* combines online pre-work assessment, classroom training, and follow-up reinforcement to create a complete sales training experience.

### ALL-NEW PROFILE

**In-depth:** All-new, research-validated online assessment with a personalized 22-page sales-specific report that helps salespeople understand themselves, the customer, and their relationship.

**Easily Customizable:** Remove or rearrange pages, customize the report title, or print selected sections.

### NEW FEATURE

**Post-Training Reinforcement:** Transfer the learning beyond the classroom. The all-new, online *Everything DiSC Customer Interaction Map* is an innovation in people-reading, giving salespeople a unique, personalized report that compares their style with an actual customer.

### MODULAR FACILITATION

**In-depth:** Six 50-minute modules, fully-scripted facilitation with engaging experiential and processing activities. Facilitator notes give tips to maximize learning.

**Easily Customizable:** Create and save a customized solution for every session. Fits any timeframe, from one-hour to full-day.

### ENGAGING VIDEO

**In-depth:** More than 60 minutes of contemporary video with real-world, sales-specific customer interactions.

**Easily Customizable:** Works three ways: as standalone clips, integrated with the facilitation PowerPoint®, or integrated into your custom PowerPoint.

### NEW FEATURE

**Total Portability:** Facilitation, video, PowerPoint, and participant handouts come on an USB drive with ample space to save your custom programs in one spot.



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## FACILITATION MATERIALS

### The *Everything DiSC® Sales* USB Drive, including

- Leader's Guide in MS Word
- PowerPoint® with embedded video
- Stand-alone, menu-driven video
- Participant handouts in MS Word
- Templates and images
- Sample *Everything DiSC Sales Profile*
- Sample *Everything DiSC Customer Interaction Map*
- Research documentation
- Sales Interview Activity Card sets (for 24 participants)
- *Everything DiSC Customer Interaction Guides* (for 24 participants)

### Video

Library of individual PowerPoint video slides to create an in-depth, customized program includes

- Introduction to the DiSC Sales Styles
- Customer Mapping
- DiSC Customer Priorities
- Adapting to the Styles Matrix
- Customer Priority Interviews

### Minimum Requirements for *Everything DiSC® Sales*

Windows XP with PowerPoint 2003: Pentium 4 or AMD Athlon (1.4 GHz or faster); RAM: 1GB  
For additional system requirements see [www.everythingdisc.com/techinfo](http://www.everythingdisc.com/techinfo)

## SIX 50-MINUTE MODULES

### SECTION I: Understanding Your DiSC Sales Style

**Module 1:** Introduction to the DiSC Sales Map. Participants learn about their DiSC sales style and how personal priorities influence their selling behaviors.

**Module 2:** Participants use what they've learned about sales priorities in an interviewing activity.

### SECTION II: Recognizing and Understanding Customer Buying Styles

**Module 3:** Participants learn customer mapping, a new way of people-reading. They practice their customer-mapping skills in a competitive video-based activity.

**Module 4:** Participants learn about different customer priorities, then use their new skills to identify the buying styles of current customers.

### SECTION III: Adapting Your Sales Style to Your Customer's Buying Style

**Module 5:** Participants use their DiSC Sales Maps to understand how to navigate from their own styles to those of different types of customers.

**Module 6:** Participants role play adapting to their most challenging customer and complete an interaction plan for working with that customer.



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