

# 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.



Bob Moore, CMC, MCC

Top Talent Institute Division of Effectiveness Inc

Optimizing Capacity to Excel

Raleigh NC and Tampa FL

888-NOW EXCEL (669-3923)

Bob@TopTalentInstitute

[www.topTalentInstitute.com](http://www.topTalentInstitute.com)