

Selling to Buyer Behavioral Styles

Using DISC Analysis

Selling to Buyer Behavioral Styles is an extremely popular and informative program designed to identify the characteristics of people's behavior to enable participants to be better communicators in their personal and professional lives.

Throughout history ~ dating back to 444 BC ~ scientists and researchers have observed basic behavioral similarities and developed theories to explain behaviors. DISC is a computerized tool that analyzes a person's manner of accomplishing tasks and interacting with others. DISC analysis provides an understanding of one's self, co-workers and clients. Understanding DISC also improves positive communication and teamwork, as well as increases the effectiveness of sales calls.

Selling to Buyer Behavioral Styles teaches the language of DISC, what the different behavior characteristics mean, and their characteristic likes and dislikes. It also allows participants to analyze themselves, often finding the outcome both truthful and humorous in describing their everyday behavior. Each core style has distinct descriptive words that accurately indicate what that individual will bring to a team, how they will accomplish tasks, what they need from others to be most effective and how they cope with everyday pressures.

Key Topics

- ★ Understanding the Four Basic Behavioral Styles & the Underlying Needs & Motivation of Each
- ★ Adapting to the Clients Language & Style to Improve Relationships & Sales
- ★ Behavioral Triggers that Motivate People
- ★ Conflict Management Techniques for Different Styles
- ★ Improve Sales by Adapting to Styles
- ★ Proven Strategies to Communicating More Effectively

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teaches attendees how to identify the styles of those they work with ~ managers, co-workers and clients. Being able to recognize core behavioral styles is just the beginning of this comprehensive tool. DISC teaches how to adapt to character styles to make *all* communication and work experiences more effective. This knowledge will bring a new dimension to the selling process, as participants will dramatically improve the manner in which they convey information, interact with their clients and advance sales.

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incorporates enlightening and fun exercises which illustrate the interaction of behavioral types in problem-solving, selling and communicating. Participants will talk about this program long after the session.

Program Benefits

- ☆ Improve communication effectiveness, relationships with clients and, most importantly, increase sales.
- ☆ Reduce conflict and improve motivation and teamwork.