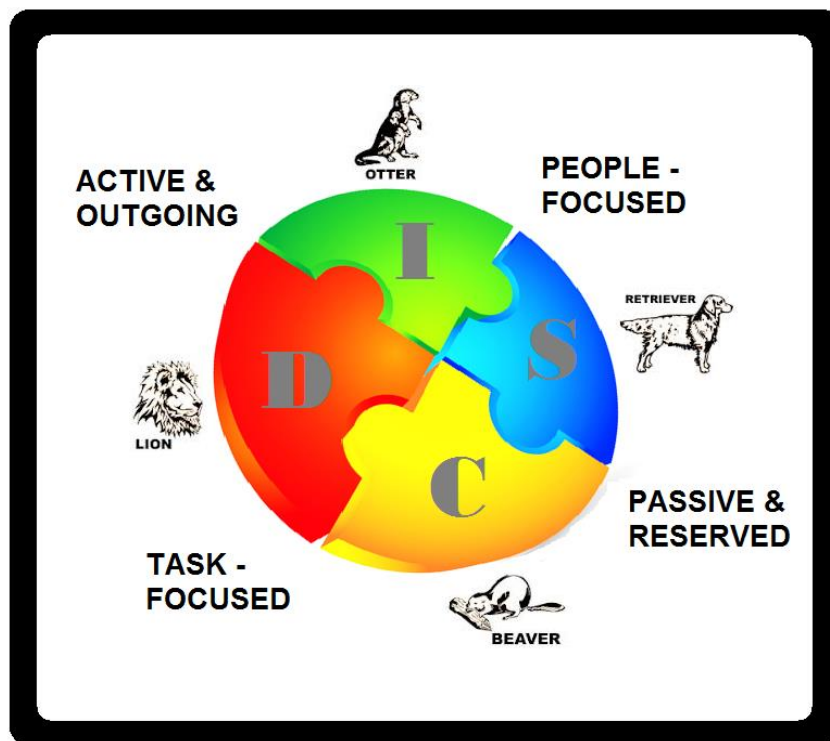


HOW TO TALK TO

D I S C

PERSONALITY TYPES



HOW TO TALK TO **D I S C** PERSONALITY TYPES

Talking to High D's (DIRECT / LIONS):

Give them info in sound-bites that are short and sweet.

What is it you are trying to sell? Give it to them in bullet points.

Don't give them a ton of info not in bullets.

Once a high D has bought...STOP SELLING THEM. STOP TALKING.

Talking to High I's (INFLUENTIAL / OTTERS):

Remember they are all about people.

Don't go into the meeting giving them information right off the bat.

Ask them how they are doing, and be genuinely interested in them.

They won't hear details, so follow up with a more detailed email.

If you keep the meeting fun and energetic then you will get the sale.



HOW TO TALK TO **D I S C** PERSONALITY TYPES

Talking to High S's (STEADY / RETRIEVER):

This is the most difficult style to sell to. Most people give up on them.
They are always asking themselves “how is this going to impact the team?”
It takes them a long time to make the decision.
Give them information.
Teach them how your product, service will help the company or team.
It may take a lot of follow up... But the effort is worth it!

Talking to High C's (CAUTIOUS / BEAVER):

You have to have A LOT OF DETAIL to sell to high C's.
They don't want salesmanship or hype, so be prepared.
They just want the facts. It doesn't need to be exciting.
If they disagree with your facts...you will lose the sale.
Ask them, “Are there any questions?” so you can fill in more information.
And remember...DETAIL, DETAIL, DETAIL!!!



Does Your Team Communication Need a Tune-up?

[Contact Sean](#) to learn how he can improve your team with...

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Events



Interactive
Keynotes



Coaching
or Training



Sean Glaze is an entertaining speaker, author, and team building facilitator who helps people have more fun laughing together so they can have more success working together.

As the founder of [Great Results Teambuilding](#), Sean has been inspiring rapid teamwork and developing team leaders for over 20 years.

He delivers interactive events and conference keynotes for clients interested in increasing their competitive advantage by building more engaged and connected teams.

