



Provide salespeople with the skills to adapt to customers' preferences and expectations.



Everything DiSC® Sales is a classroom training and personalized learning experience designed to help salespeople successfully create customer-centric

interactions that improve results.

This application teaches participants to stretch beyond their natural Sales style to more effectively adapt to their customers' preferences and expectations—regardless of the customer's unique buying style. The experience is sales-specific with in-depth information, including tips, strategies, and action plans to help salespeople become more effective.

The Everything DiSC Sales Profile focuses on:

- Understanding your DiSC® style
- Recognizing and understanding customer buying styles
- Adapting your sales style to your customer's buying style
- How to adapt DiSC style to meet the customer's needs

The Profile

The Everything DiSC Sales Profile helps participants better understand themselves, their customers, and their relationships. In this 23-page profile, participants explore their own sales style and how their strengths and challenges influence their selling behaviors. They'll also learn to recognize the behaviors unique to each buying style and gain strategies to adapt their sales style to meet the needs of their customers, improving their effectiveness and success. The profile may be used on its own or with the companion facilitation; sold separately.