

## CONNECT BETTER WITH YOUR CUSTOMERS.

*Everything DiSC® Sales* is classroom training that combines online prework, engaging facilitation with contemporary video, and online follow-up to create a personalized learning experience.

Using a research-validated learning model, participants understand the styles and priorities of their customers.

The result is salespeople who adapt their styles to connect better—and close more sales.

### EVERYTHING DiSC SALES FOCUSES ON:

- [Understanding Your DiSC Style](#)
- [Recognizing and Understanding Customer Buying Styles](#)
- [Adapting Your Sales Style to Your Customer's Buying Style](#)

Participants discover their DiSC sales styles and how to adapt their style to meet the needs of their customers.

### EXCITING FOLLOW-UP TOOLS

#### [Everything DiSC Sales Customer Interaction Maps:](#)

Follow-up reports that help salespeople adapt their selling style to meet the needs of a customer. These one-page reports are the perfect personalized cheat sheets to prepare for sales calls. And participants get unlimited access—at no additional charge.

#### [Everything DiSC Facilitator Report:](#)

Provides a composite of your group's DiSC styles and information on how DiSC styles can impact your organization's culture. Includes the names and styles of each participant. Sold separately.

#### [Everything DiSC Group Culture Report:](#)

Helps you determine the group's DiSC culture, explore its advantages and disadvantages, discuss its effect on group members, and examine its influence on decision making and risk taking. Sold separately.

## THE PROFILE

**In-depth:** Research-validated online assessment with 23-page sales-specific profile that helps salespeople understand themselves, their customers, and their relationships.

**Easily Customizable:** Online tailoring options make it easy to remove or rearrange pages, customize the profile title, or print selected sections.

The profile may be used on its own or with the companion facilitation; sold separately.

## THE FACILITATION

**In-depth:** Six one-hour modules; fully-scripted facilitation with engaging activities. Facilitator notes give tips to maximize learning.

**Easily Customizable:** Switch out video clips. Modify the PowerPoint®, Leader's Guide, and handouts. Add or delete sections to fit any timeframe.

**Engaging Video:** Contemporary video includes an eight-minute introduction to the DiSC sales styles, plus 53 segments featuring real-world, sales-specific customer interactions.



## FACILITATION KIT INCLUDES

- Leader's Guide and handouts in MS Word
- PowerPoint with embedded video
- Stand-alone, menu-driven video
- Templates and images
- Sample *Everything DiSC Sales Profile*
- Sample *Everything DiSC Customer Interaction Map*
- *Sales Interview Activity Card* sets
- *Everything DiSC Customer Interaction Guides*



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