



## EVERYTHING DiSC® SALES

### OVERVIEW:

*Everything DiSC® Sales* teaches salespeople to connect better with their customers. Everything DiSC® Sales is classroom training that combines online prework, engaging facilitation and video, and online post-training reinforcement to create a personalized learning experience. Using DiSC®, a simple and intuitive learning model, participants learn how to read and understand the styles of their customers. The result is salespeople who adapt their styles to connect better — and close more sales.

### OBJECTIVES:

*Everything DiSC® Management* focuses on five vital areas:

- **Understanding Your DiSC® Sales Style**  
Participants discover their DiSC® sales styles and how personal priorities influence their selling behaviors.
- **Recognizing and Understanding Customer Buying Styles**  
Participants learn customer mapping — a new way of people reading that helps identify the priorities and preferences of real-life customers.
- **Adapting Your Sales Style to Your Customer's Buying Style**  
Participants use their Everything DiSC® Sales Maps to understand how to adapt their sales styles to connect better with their customers.

**TIMING:** Full Day (7 hours)

### OUTLINE:

1. Learn about the *Everything DiSC® Sales Map*
  - Identify the priorities of your sales style
2. Learn a process for placing customers on the *Everything DiSC® Sales Map*
  - Practice the customer-mapping process
3. Explore the priorities that drive each *DiSC®* buying style
  - Map the buying styles of your customers
4. Explore how failing to adapt can interfere with the sales process
  - Discover how to adapt for better outcomes with customers
5. Practice adapting to a specific customer
  - Develop a plan to improve sales interactions with this customer

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