

CUSTOMER INTERACTION MAP

EVERYTHING 
SALES

ASSESSMENT TO ACTION.

Taylor Meyer
With customer
Samantha Clark

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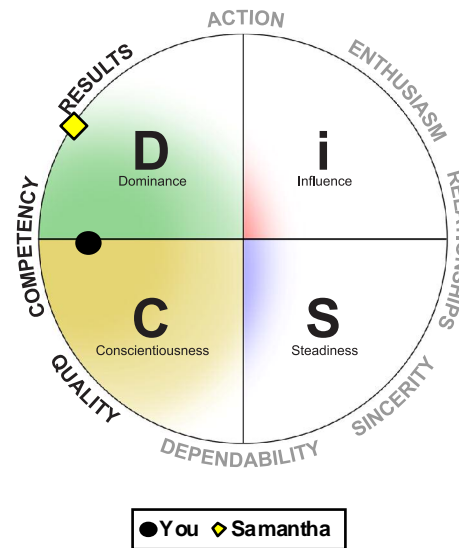
Adapting Your CD Style to Samantha Clark, Your "D" Customer

Everything DiSC® Customer Interaction Map

Taylor, you indicated that your customer, Samantha Clark, is moderately fast-paced and outspoken and is highly questioning and skeptical. Therefore, she has a D style, as shown by the diamond on the Sales Map below. Because you tend toward the CD style, the two of you may have both similar and different priorities. Let's look at a comparison of your priorities and some possible strategies for maximizing your success selling to Samantha.

Compared to you, Samantha Clark may tend to be

- More likely to move at a fast pace
- More interested in an immediate payoff
- More interested in groundbreaking or innovative ideas
- More decisive
- Equally likely to avoid small talk
- Equally focused on the task at hand
- Just as likely to question others' conclusions
- Less likely to analyze the details
- Less concerned with quality



Strategies for Interaction

Addressing the Need for Results

"D" customers have a strong drive to get immediate results and achieve success quickly. Because Samantha wants to know about the concrete impact of your product or service, you might want to spend less time discussing the quality of your offering and more time showing how you can affect her bottom line. She shares your preference for practical accomplishments, so keep the discussion focused on how your product or service can help her accomplish her goals simply and efficiently.

- Provide her with plenty of options and input
- Show a desire to help her get immediate results
- Demonstrate how your offering can improve her bottom line

Moving Toward Definitive Action

"D" customers make quick decisions about whether a product or service can help them, so their desire for immediate action and forward momentum could clash with your tendency to go over details and specifics. Get to the gist of your offering quickly because Samantha may get impatient discussing the nuances of your offering. Show her how you can get the ball rolling quickly, and let her know that she won't have to wait to see positive outcomes.

- Get to the point
- Create an urgent, rapid pace
- Provide concise summaries rather than thorough information

Proving Your Competency

"D" customers are self-assured and confident, so they do not respond well to salespeople they have to coddle. Show Samantha that you can take control of the situation and get things done without a lot of hassle on her part. She is more likely to trust your abilities if you project a "can-do" attitude that does not cross over into arrogance.

- Gain respect by appearing confident
- Be straightforward and frank when appropriate
- Show respect for her authority