



EVERYTHING DiSC[®] APPLICATION LIBRARY
EVERYTHING DISC SALES PROFILE
VALIDATION REPORT*

Everything DiSC[®] Sales Profile Validation Report

* Addendum to the *Everything DiSC Application Library* Assessment Research Report

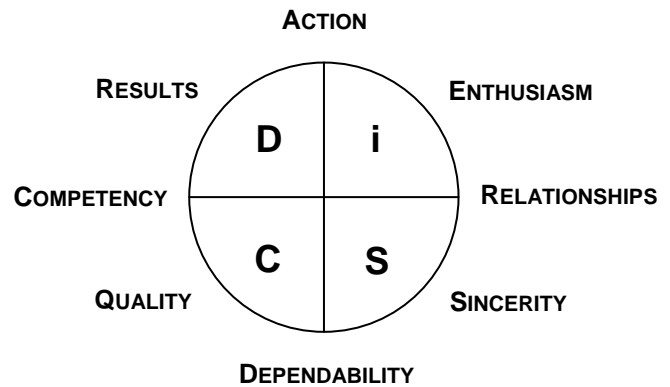
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The *Everything DiSC*® Sales Profile Validation

The *Everything DiSC*® Sales Profile uses a sales model, shown to the right, to help salespeople better understand themselves and their customers. In this model, the eight words around the DiSC® circle indicate the priorities of both customers and salespeople of different DiSC styles during sales interactions. The development of this model was based on empirical data gathered from both customers and salespeople. This research is described below.



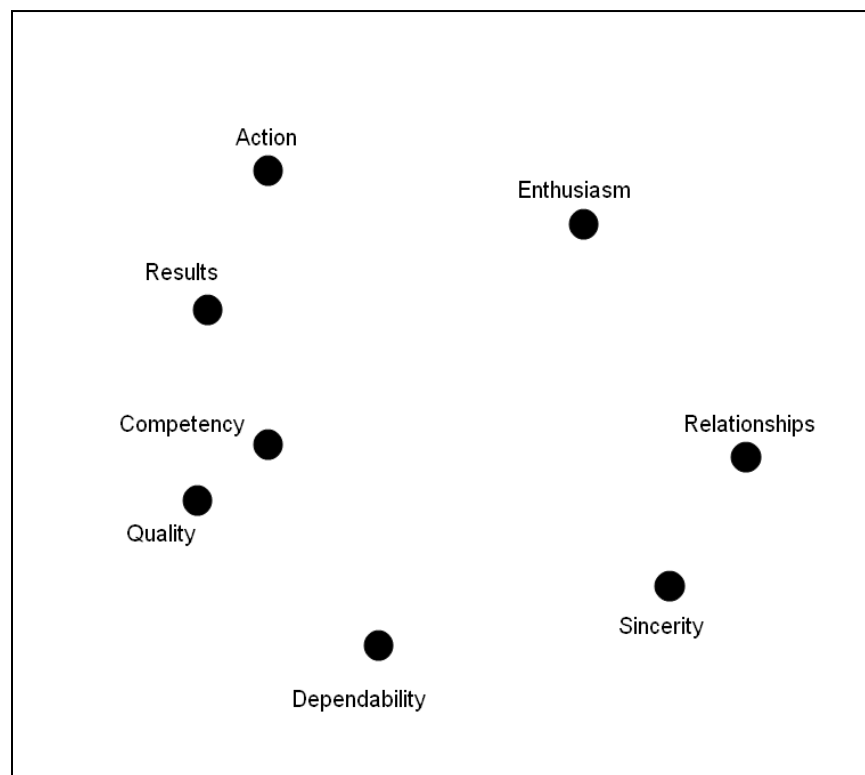
First, participants (N=1,047) were presented with a series of statements and asked the importance of each when working with a salesperson. For instance, participants were asked to rate the importance of “Working with a salesperson who is friendly and personable” on a five-point scale ranging from *Not Important* (1) to *Vitally Important* (5). Statements were grouped into eight categories that represent the eight priorities on the circle above. Each category contained two to four statements. Sample statements for each category are shown below.

| <u>Priority</u> | <u>Sample Statements for Customers</u> |
|------------------------|---|
| Action | Being assured that things will happen quickly and easily once I make a decision Getting things moving as soon as possible after the sale |
| Enthusiasm | Seeing a product/service that I'm excited about Working with salespeople who are enthusiastic and passionate about the product/service |
| Relationships | Working with salespeople who are friendly and personable Working with salespeople that I connect with |
| Sincerity | Working with salespeople who are sincere Working with salespeople who I sense are genuinely looking out for my best interest |
| Dependability | Being sure that the salesperson is dependable Working with salespeople who are thorough, careful, and responsible |
| Quality | Seeing demonstrations of the quality of the product/service Being sure that I'm getting the highest quality |
| Competency | Being sure that the salesperson is competent to handle my business Working with salespeople who are experts in their field |
| Results | Having salespeople show me how I can get immediate, practical results Seeing how the product/service can have a big impact on my success |

After participants rated each statement, the average response for statements within a priority category was calculated. Consequently, all participants had a category score for all eight priorities. These category scores were then ipsatized by subtracting a mean score across all statements. This process controlled for response bias and ensured that the category scores reflected the relative importance of the eight priorities for a particular participant.

The category scores were then submitted to a multidimensional scaling (MDS) analysis. This analysis allows researchers to look at the relationship among the eight categories and determine if the categories relate to each other in the manner that the model predicts. The results of the analysis are presented below. Categories that are closer together share more in common, and categories that are farther apart are more dissimilar.

Multidimensional Scaling Results for Customers



As expected, the eight priorities are arranged in a circular shape, with the priorities arranged in the manner predicted by the sales model. That is, the sequence around the circle above proceeds as follows: Action, Enthusiasm, Relationships, Sincerity, Dependability, Quality, Competency, and

Results. Although the eight scales do not form a perfectly equidistant circle (as predicted by the model), this theoretical ideal is nearly impossible to obtain with actual data.

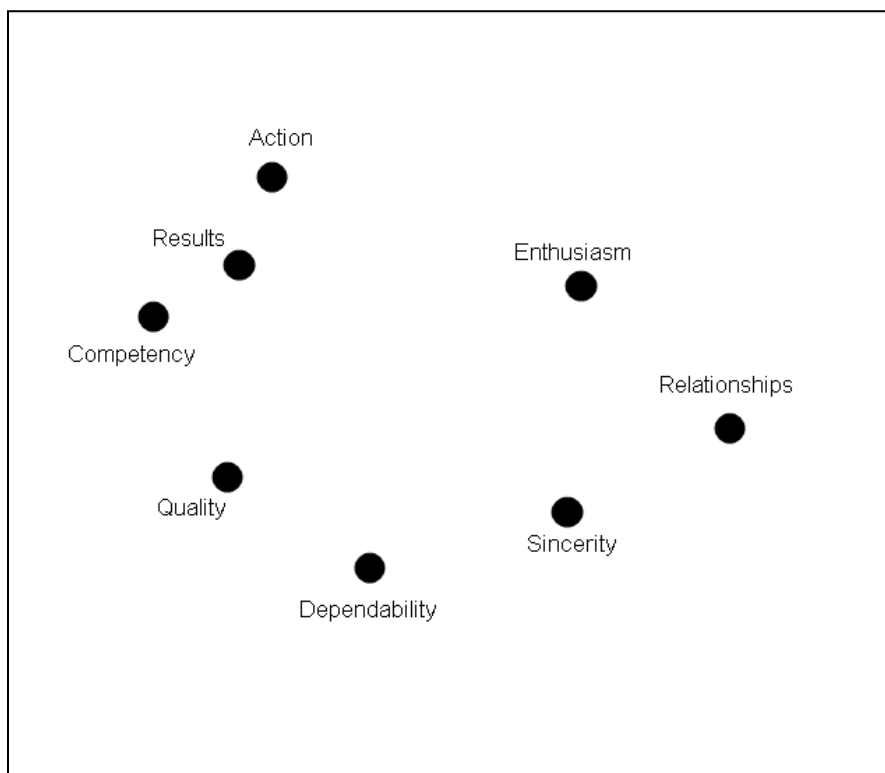
Because the *Everything DiSC* sales model speaks to the priorities of salespeople as well as customers, a second sample of data was collected on salespeople (N=1,800).

In this study, salespeople were presented with sales behaviors such as “Showing the customer that you're an expert in your field,” and asked to rate the importance of each statement on a five-point scale ranging from *Not Important* (1) to *Vitally Important* (5). Each category contained three to five statements. Sample statements for each category are shown below.

| <u>Priority</u> | <u>Sample Questions for Salespeople</u> |
|------------------------|---|
| Action | Showing the customer that you can make things happen quickly and easily Helping the customer see how they can use your product/service immediately |
| Enthusiasm | Getting the customer excited about your product/service Creating enthusiasm in the customer |
| Relationships | Developing a comfortable, friendly relationship with the customer Building a personal connection with the customer |
| Sincerity | Showing that you're sincere Showing that you're genuinely looking out for the customer's best interest |
| Dependability | Showing that you and your product/service are a dependable choice Showing that you'll be available to provide support after the sale |
| Quality | Explaining the quality of your product/service Showing that you can back up your claims with evidence |
| Competency | Demonstrating your expertise on the product/service you're selling Showing the customer that you're an expert in your field |
| Results | Showing the customer how you can get them immediate, practical results Showing the customer that you can have an impact on their success |

As described in the previous study, statement ratings within a priority category were averaged and ipsatized to arrive at a category score. The category scores were then submitted to a multidimensional scaling (MDS) analysis. The results of this analysis are shown below.

Multidimensional Scaling Results for Salespeople



As with the customer data, the priority categories are arranged in a circle. Further, the categories are plotted in the expected order: Action, Enthusiasm, Relationships, Sincerity, Dependability, Quality, Competency, and Results. The categories are not spaced in a perfectly even manner, but again, this standard is almost impossible to meet with real data.

Overall, both of these studies provide strong support for the *Everything DiSC* sales model. Two separate data sets addressing both customers' and salespeople's priorities confirm that the eight priorities are arranged in a circular fashion in the predicted order. This type of empirical support should give salespeople confidence that the *Everything DiSC* sales model accurately reflects real-life sales environments and is useful for understanding themselves and their customers.