

Increase sales  
effectiveness with  
the power of  
DiSC<sup>®</sup>



## Everything DiSC<sup>®</sup> Sales

GrowthSource, Inc.

601 Carlson Parkway  
Suite 1050  
Minnetonka MN 55305

1-800-563-8332

FAX: 763-476-1185

[www.growthsourceinc.com](http://www.growthsourceinc.com)





# Everything DiSC<sup>®</sup> Sales

We've all had selling experiences where we just didn't click with the customer. More often than not, this apparent lack of chemistry has resulted in a lost sale—or an unnecessarily long and costly sales cycle.

What if we could reduce the likelihood of miscommunication and lost sales to develop positive relationships with customers by being able to identify and adapt to *their* differences?

Everything DiSC<sup>®</sup> Sales helps sales professionals and their managers understand their natural approach to selling and identify the behavioral needs of customers so they can adapt when needed for better results.

Everything DiSC<sup>®</sup> Sales increases sales effectiveness using the power of DiSC. Salespeople learn to communicate better and improve their sales relationships by

- Understanding their DiSC sales styles
- Identifying and understanding their customers' DiSC<sup>®</sup> buying styles
- Adapting their DiSC<sup>®</sup> sales styles to meet their customers' needs

Online pre-work, classroom training, and follow-up reinforcement create a complete sales training process.



Unleash the power  
of your sales team  
with DiSC<sup>®</sup>

**2 days**

---

## Section 1: Understanding Your DiSC<sup>®</sup> Sales Style

---

### Goals:

Discover the DiSC<sup>®</sup> Sales Map

Identify the priorities of your behavioral selling style

Practice what you've learned about your selling behavior priorities via a simulated exercise

Reflect on how DiSC<sup>®</sup> insights can improve your sales interactions

GrowthSource, Inc.

1-800-563-8332

FAX: 763-476-1185

www.growthsourceinc.com

Insightful ▪ Actionable



Unleash the power  
of your sales team  
with DiSC®

GrowthSource, Inc.

1-800-563-8332

FAX: 763-476-1185

[www.growthsourceinc.com](http://www.growthsourceinc.com)

---

## Section 2: Recognizing and Understanding Customer Buying Styles

---

### Goals:

- Learn a process for placing customers on the DiSC Sales Map
- Practice the customer-mapping process
- Understand customer buying styles
- Map the buying styles of a customer of yours

---

## Section 3: Adapting Your Sales Style to Your Customer's Buying Style

---

### Goals:

- Explore how failing to adapt can interfere with the sales process
- Discover how to adapt for better sales outcomes
- Practice adapting to your most challenging customer
- Develop a plan to improve sales interactions with this customer's buying style

---

## Post Session Application and Support: Leveraging Insights for Improved Sales Results

---

### Goals:

- Establish accountability plan with Manager for applying learning and insights from the session
- Execute the customer plan developed in the session
- Map other key customers and use their maps to develop more effective sales calls to drive sales results
- Complete one-on-one distance coaching to imbed insights, tools and drive sales results

### Learning Resources:

- Everything DiSC® Sales Profile
- Your Organization's Sales Process & Methodology
- Customer Interaction Maps

By adapting their natural selling style to customers with different buying styles, sales professionals at all levels will maximize their potential and more predictably achieve sales goals.

Participants acquire the knowledge, skills, techniques and approaches to build strong relationships, produce better results for customers and generate predictable, profitable revenue.

**Valuable** ▪ **Compelling**



---

**Everything DiSC<sup>®</sup> Sales focuses on three vital areas:**

*Understanding Your DiSC<sup>®</sup> Sales Style*

*Recognizing and Understanding Customer  
Buying Styles*

*Adapting Your Sales Style to Your Customer's  
Buying Style*

**Everything DiSC<sup>®</sup> Sales is the most in-depth and easily  
customizable DiSC<sup>®</sup>-based sales-training solution available**

---

**GrowthSource, Inc.**

601 Carlson Parkway  
Suite 1050  
Minnetonka MN 55305

1-800-563-8332

FAX: 763-476-1185

[www.growthsourceinc.com](http://www.growthsourceinc.com)

