

COPE

SALES AND MARKETING

DISCOVER WHO YOU ARE



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Content

- Introducing the DISC personalities
- DISCover who you are
- What are the different styles
- How DISC affects behaviour in business
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- Conflicting styles
- DISCover how DISC can improve communication and productivity
- Quiz



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Introducing the DISC personalities

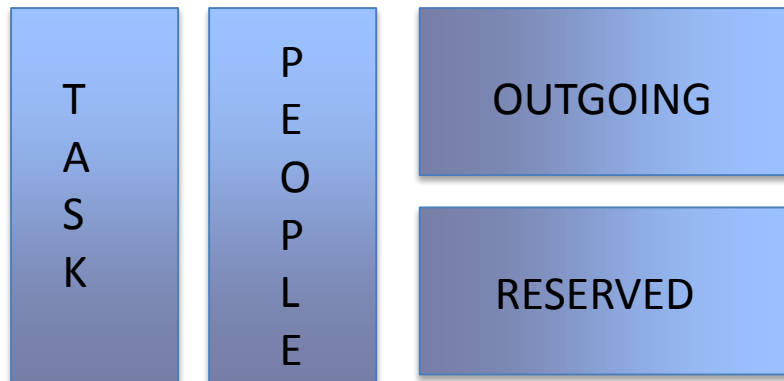
- Your core values influence the way you
 - Think
 - Act
 - Communicate with other people
 - Make decisions
- DISC is a simple yet powerful system for understanding
 - How to use your core strengths to help you succeed
 - How to adapt your communication style to work better with others
 - In order to produce positive results
 - Stay on track under pressure
- Designed by American psychologist Dr. William M. Marston (1893 – 1947)
 - He also invented the polygraph (lie detector test)




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DISC

- DISC
 - Is an acronym based on 4 core personality types
 - D = Dominant
 - I = Influencing
 - S = Steady
 - C = Compliant
 - The model classifies people primarily as
 - Either task-oriented or people-oriented
 - Either outgoing or reserved

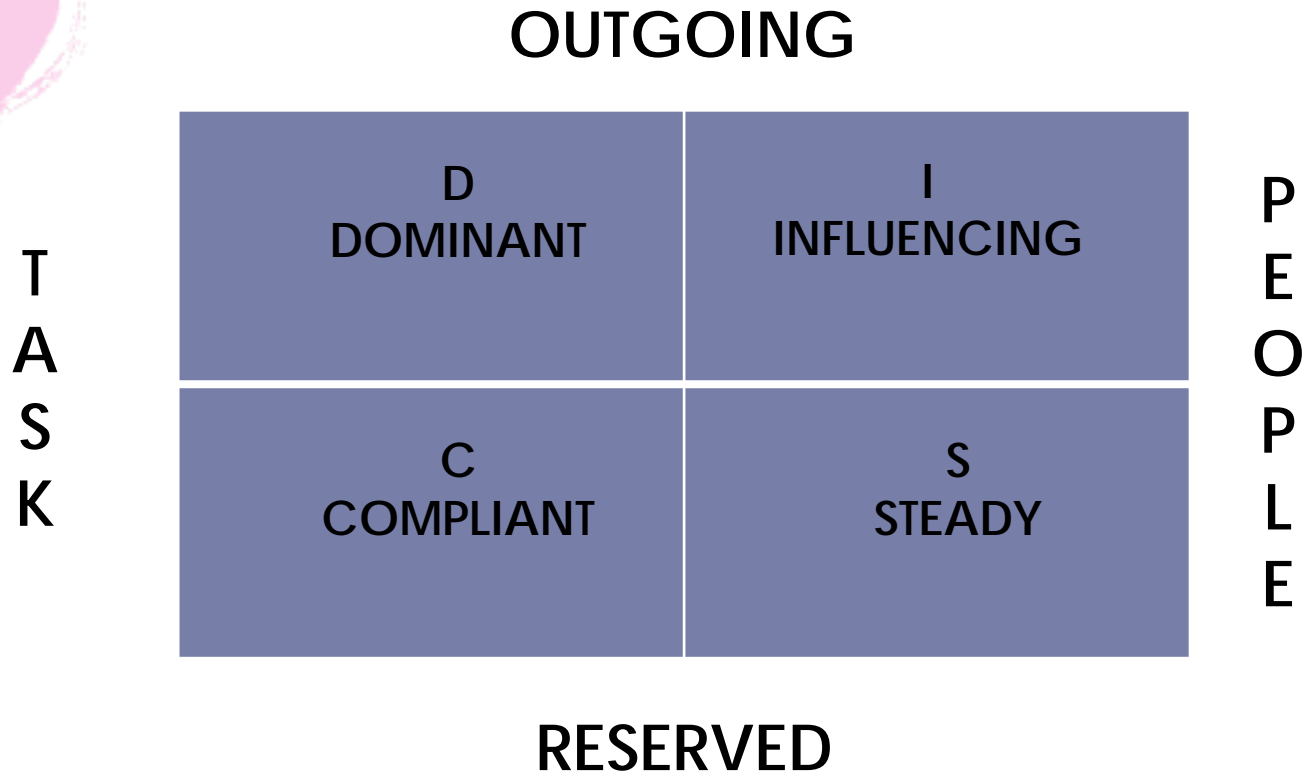




What are the
different styles?

What are the different styles?

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D

The Dominant
Direct Style



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D : Dominant Direct Style

Traits

- Control is important
- Direct communication
- In a hurry
- Decisive – quick decision-maker
- To the point – low on emotion
- May intimidate others with the pace at which they work
- **Greatest fear = being taken advantage of and failure**
- **Drive for results**



D : Dominant Direct style

What they sound like.....

- Little voice inflection
- Low pitch – tend not to smile
- Authoritative tone
- Few words or pauses
- May interrupt to say they are busy
- Can be blunt – to the point
- Selective listening – key points only



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D : Dominant Direct Style

Tips for Relating to a D.....

- Be direct
- Get to the bottom line – FAST
- Avoid too much detail
- Look for signs to move on quickly
- Don't be too enthusiastic
- Give them a challenge

Decision-making style = fast & decisive

The DOMINANT Style

- Dominant Ds are people who like to take action.....

They are	Outgoing and task focused
They tend to be	Dominant, Direct, Demanding, Decisive, Determined
High D-styles	Are decisive and forthright when overcoming problems (may be quick to anger or show intolerance)
Low D-styles	Feel less need to take control from a dominant position (are slower to anger and more tolerant)
Greatest fears	Being taken advantage of and failure
Motivated by	Power and authority
Management style	Direction
Communication style	Tell people in a direct fashion
Method of control	Force of character
Core business trait	Drive for results
Decision-making style	Fast and Decisive



I

The Influencing and Interactive Style

I : Influencing and Interactive Style



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Traits

- People oriented
- Decisive
- They have to LIKE YOU and be interested in you to hold their attention
- Make it interesting
- Show them fun and variety
- High level of emotional energy
- **Greatest fear = rejection and loss of popularity**
- **Decision-making style = prefers to have options**



I : Influencing and Interactive Style

What they sound like.....

- Listen for lots of voice inflection
- Moderate /high pitch
- Lively tone
- Verbalised pauses
- Can enthusiastically ramble on
- Random listeners – tune in and out



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I : Influencing and Interactive Style

Tips for Relating to an I.....

- Avoid too much detail
- Use their name
- Match their level of enthusiasm
- Show them variety and fun
- Let them talk – ensure you listen
- Give them options



The INFLUENCING Style

- Dominant Is are people who like to take action.....

They are	Outgoing and people-oriented
They tend to be	Inspirational, Influential, Impulsive, Interested in people
High I-styles	Becomes active, verbal and persuasive when faced with problems. Responds actively to challenges and may try to reach an agreement. Are joyful and optimistic.
Low I-styles	Uses data and facts and has a tendency to be more non-verbal. Tends towards pessimism.
Greatest fears	Rejection, loss of popularity
Motivated by	Praise and recognition
Management style	Motivating / inspirational
Communication style	Sells
Method of control	Verbal persuasion
Core business trait	Working well with people; generating enthusiasm
Decision-making style	Prefers to have options



S

The Smooth Steady
Style



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S : Smooth Steady Style

Traits

- They sometimes need to be drawn out
- Patient by nature
- Do not get easily upset
- They seek consistency
- They are reflective in decision-making
- Excellent listening skills
- Very loyal and fair
- **Greatest fear = loss of security and change**
- **Core business trait = service and support**

S : Smooth Steady Style



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What they sound like.....

- Use a moderate tone
- Have a moderate pitch
- Speak with a comfortable calm voice
- They have a very definite pace – do NOT try to cut in or try to hurry along
- Will be comfortable for others to take control of a conversation / situation



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S : Smooth Steady Style

Tips for Relating to an S.....

- Show them certainty - history
- Seeks security and low risk
- A consistent pace of life is very important – do not hurry them
- Pre-frame wherever possible – show how an action will deliver stability
- Don't TELL but ASK
- Share with them something about you
- Feel / Felt / Found



The STEADY Style

- Dominant Ss are people who like to maintain the status quo....

They are	Reserved and people-oriented
They tend to be	Steady, stable, supportive, sensitive
High S-styles	Tends to prefer a slow pace and prefers to start and complete one project at a time. They are quite resistant to change. Under pressure they may become passive / aggressive in response and prefer not to stand out from the crowd. It is quite hard to read their emotions.
Low S-styles	Prefers a faster pace and has a greater desire for change. They can be very emotionally expressive.
Greatest fears	Loss of security, change
Motivated by	Security
Management style	Organisers
Communication style	Listening
Method of control	Slowing down
Core business trait	Service and support



C

The Cautious
Conforming Style



C : Cautious Conforming Style

Traits

- They deal in facts
- They are very creative
- Analytical : Perfectionist
- Decision making process is PRECISE
- They will ask lots of questions
- They like to take information away
- Highly detail oriented
- **Greatest fear = criticism and conflict**
- **Decision-making style = based on evidence**



C : Cautious Conforming Style

What they sound like.....

- Little voice inflection
- Low pitch
- Listen for long pauses
- Conversation will be brief and concise
- They listen to you intensely
- Formal tone



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C : Cautious Conforming Style

Tips for Relating to an C.....

- You must have answers to their questions – they are big on follow through
- Avoid being too enthusiastic
- Be direct but do not hurry them
- Use a time frame to stop procrastination
- Deal in facts and do not try to blag it



The COMPLIANT Style

- Dominant Cs are people who respond to rules and regulations

They are	Reserved and task-oriented
They tend to be	Cautious, calculating, competent, compliant, contemplative, careful
High C-styles	Prefers to comply with the rules set by others. Under pressure will respond passively / aggressively and seek to justify their actions. Cautious in approach and will use analysis to decide whether to move forward
Low C-styles	Will challenge rules and seek independence. They are more fearless.
Greatest fears	Criticism, conflict
Motivated by	Systems and procedures
Management style	Rule enforcement
Communication style	Writes
Method of control	Information
Core business trait	Quality and standards
Decision-making style	Based on evidence



STYLE
COMBINATIONS

D-ominant Combinations

D-style with I-style A driven people person	D-style with S-style A driver with a stabilising force	D-style with C-style Forceful and analytical
Decisive person with a combination of directness and persuasion	Can often suffer internal conflict with D wanting to change and S wanting to remain the same	Wants things done now and done correctly
Prefers to be in a position of authority and seeks personal challenges	Will want to see things through to completion – preferably one at a time	May come across as a little ‘cool’ interpersonally
Leads people with a combination of telling and selling	Leads people with a combination of directness and thoughtfulness	Very task-oriented
Will accomplish goals through people	Can fluctuate between tolerance and intolerance of poor performance	Acts positively & directly when challenged. A forceful individual, who will take a stand and fight for their position
Outgoing – loves activity, is purposeful, productive, a promoter	Will consider the impact of decisions on others	Willing to take calculated risks but may oscillate between driving forward and putting on the brakes
Thrives on challenge, is a motivator of people and a convincing persuasive debater		Likes goals and details. A leader who is decisive but requires detail
Can be opinionated, impetuous and manipulative		

I-influencing Combinations

I-style with D-style Charismatic and direct	I-style with S-style A thoughtful, positive person	I-style with C-style A creative planner
Strives to establish rapport with others immediately on meeting and may be charming	A good listener and talkative	Sociable but self-reliant
Accomplishes goals through people. Is highly productive	Likes to be with positive people	Strives to win people over with persuasion and tact
Likes to inspire others to achieve	Seeks to be liked and popular. Has optimism tempered with a degree of caution	Likes to get buy-in from team members
Positive and persuasive	Tries to win people over through persuasion and emotional appeal	Cautiously optimistic
Outgoing, enthusiastic; possesses charisma and has great resolve	As a leader may be too permissive of poor performance	Emotional and creative
May talk too much. Is complimentary	May lack follow-through	Will promote other people and projects
May be over-optimistic		

S-steady Combinations

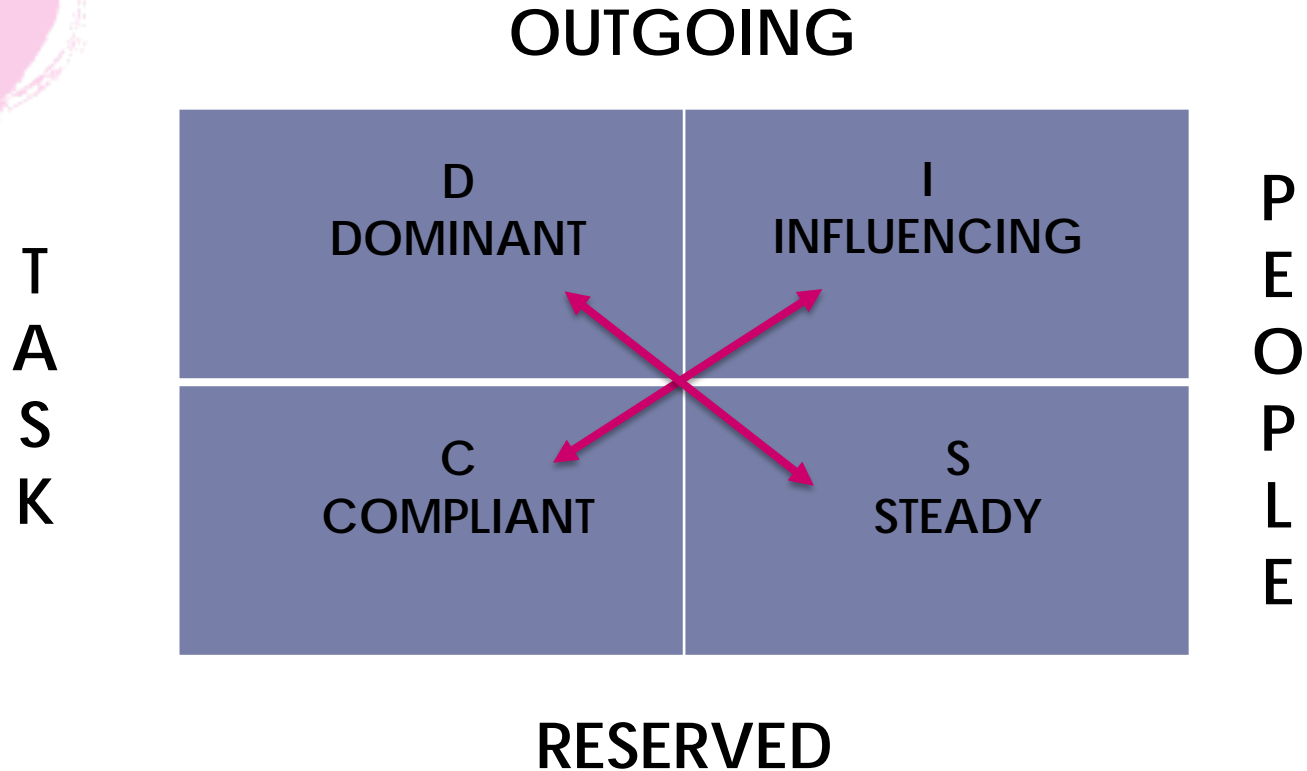
S-style with D-style A stabilising manager	S-style with I-style A people person	S-style with C-style Steady and systematic
Can have internal conflict between risk and the need for safety	Likes to talk and likes to listen – a great socialiser	Likes to work at their own pace
Prefers to deal with one assignment at a time	Easy-going, diplomatic and sociable	Will prefer an accurate 'job brief'
Strives to stabilise their environment	Will try to persuade and 'sell' rather than be direct and 'tell'	Will like to work with systems and procedures
Can be active and thorough	In management may be reluctant to take unpopular decisions	Will prefer to see things through to completion one at a time
Often has internal conflict with the D wanting to change and the S wanting the status quo	Will make popular decisions quickly	Will have a balance of people skills and task tendencies
In management can be too permissive of poor performance		Will be more reserved in nature

C-compliant Combinations

C-style with D-style Systematic and task-focused	C-style with I-style Analytical communicator	C-style with S-style A thoughtful analyst
Will manage by the rule book	Has a balance between persuasiveness and logic	A reserved individual
May appear a little interpersonally 'cool'	Makes decisions based on proven precedent and known facts	Has a combination of task and people skills
May stick strictly to policy and may appear rigid in following rules and regulations	Will persuade others to follow rules	Will want time to see things accurately through to completion
Wants tasks to be completed accurately and quickly	May have conflict when dealing with unpopular decisions	Exhibits a precise, detailed, stable nature
Can be difficult to get along with because they may put the needs of the task ahead of the needs of the people	Can articulate data with great effectiveness	Systematic thinkers
Can be overly self-critical	Can be gifted communicators	Often tactful, diplomatic manner and would prefer to avoid antagonism
	Can suffer from big mood swings; highly emotional; analyses things to much; critical; rigid; may have poor sense of self	

Conflicting Styles?

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Conflicting Styles

Ds and Ss Conflict

- Ds think the Ss are too slow and can become irritated by this
- Ss find the Ds pace too fast and demanding and misinterpret it as being rude / wanting information now
- Ds want the Ss to get on with it
- Ss find the Ds pace uncomfortable – because they don't operate at their steady pace

Conflicting Styles



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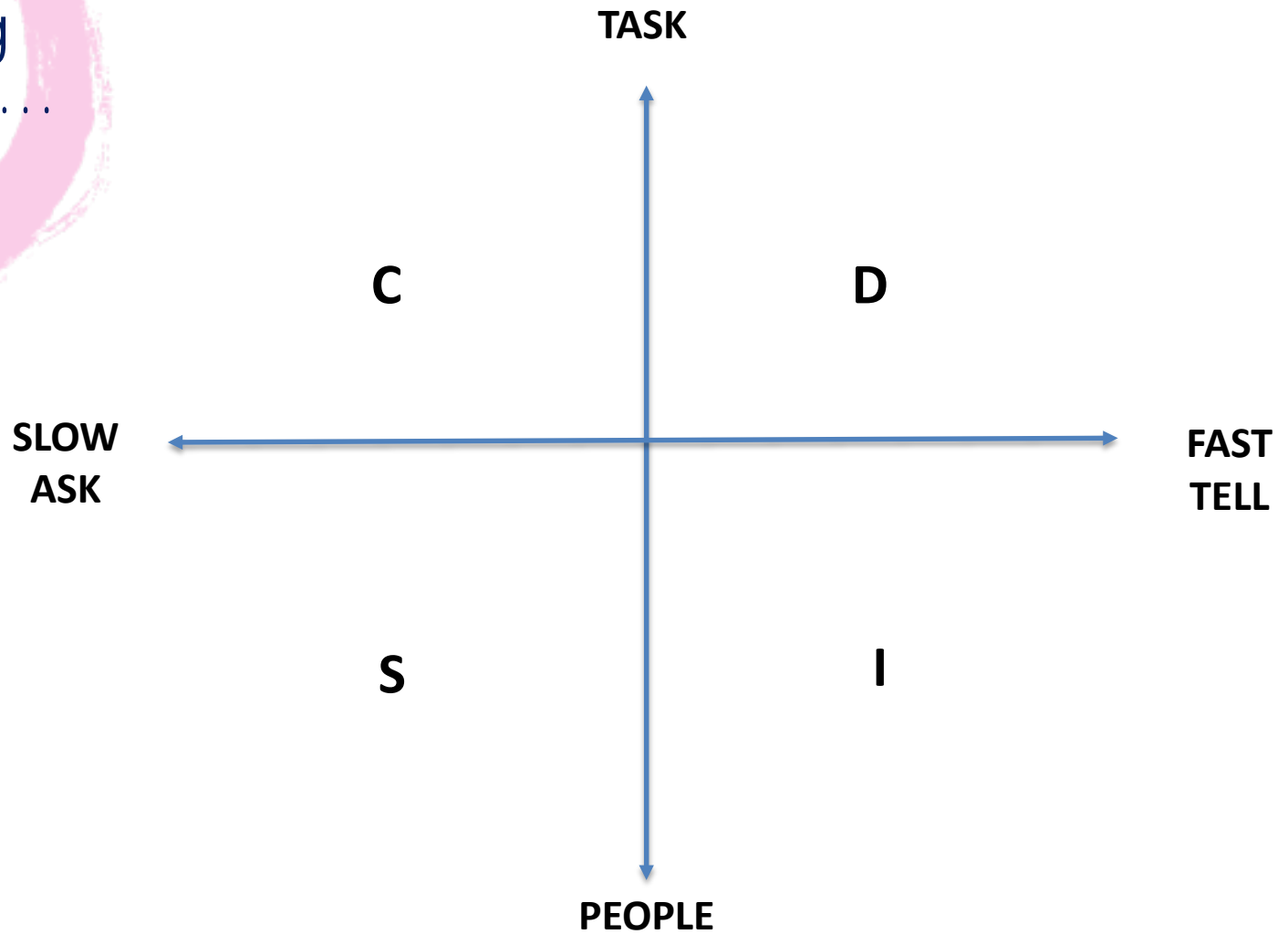
Is and Cs Conflict

- Is get bored with Cs attention to detail – they just want a quick decision
- Cs find the Is frivolous and get irritated by their lack of detail
- Is find the Cs boring and too much like hard work to get a simple answer
- Cs deal in facts and see the Is as blaggers with no evidence based decision making



DISCover how DISC
can improve
communication
and productivity

Improve Communication and Productivity





Quiz

Selling with DISC.....

People buy from people they LIKE

1. Who will like you to be direct?
2. Who needs to have variety?
3. Who likes new products and services?
4. Who looks for proven products and services?
5. Who requires lots of information?
6. Who may be tactile?

People LIKE to deal with their OWN style

cope

SALES AND MARKETING

In order to be a success.....

You need to play to your strengths

**To know how and when to raise
your game**

**When to partner with others who
have the skills you need**

The DISC philosophy

is

Wherever there is agreement
There is power

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Call Eilis (Ailish) on 07557 477667