

DISC Profiles

If you are a D, how do you communicate with a →?

D → D:

- Don't come on too strong/overbearing
- They are also a D. See eye-to-eye pretty quickly
- "Here are your choices: this and this will happen or this and this will happen, which would you prefer"
- Let them have some control

D → I:

- Go out of way to be friendly
- Let them talk as much as you can stand
- More casual environment
- Speaks during down time

D → S (biggest challenge):

- Slow down
- Soften tone
- Be friendly
- Give them a chance to digest information
- They tend to hesitate/pause before they respond
- Stability/emphasize what is important to them
- Don't stress the "new" they like the stability of the tried and proven
- They are established

D → C:

- Need written proof
- Do homework
- Answer all questions
- Give them time to think
- Use graphs/charts
- Slower
- Be prepared
- Facts, figures, and comparisons

If you are an I, how do you communicate with a →?

I → D:

- Cut jokes and small talk
- Get to bottom line quickly
- More businesslike
- Don't waste their time
- Get results
- Like to be praised for accomplishments

I → I:

- Not just there to visit
- Don't talk each other to death
- Stick to the task

I → S:

- Talk in terms of people/stories
- Use facts and information
- Show knowledge of product
- Don't come on too strong

I → C (biggest challenge):

- Cut socializing
- Fact/figures in writing
- Do your homework
- Provide proof
- Taxes, hot ins

If you are a S, how do you communicate with a →?

S → D (biggest challenge):

- Have more confidence
- Understand they will challenge you
- Don't be intimidated
- Stick to bottom line

S → I:

- Don't lose control by letting them ramble
- Keep them focused
- "That's great...not what do you think about this house?"

S → S:

- Give them reassurance
- Don't forget to close
- Be more confident

S → C:

- Answer all questions
- Be confident in your knowledge
- Remember, C's are skeptical and they tend to challenge
- Firmly present facts and figures

If you are a C, how do you communicate with a →?

C → D:

- Stick to bottom line
- Don't give a ton of facts and figures.
- Give results

C → I (biggest challenge):

- Let them talk and tell stories
- Show enthusiasm
- Don't give them facts and figures

C → S:

- Friendly
- Talk about family
- Avoid being pushy
- Give details that are easy to understand (not complex)

C → C:

- Best client you'll ever get
- Your thorough presentation will be appreciated