

## What was most valuable about the sales workshops?

- *Knowing why certain aspects of my product appeal to different people*
- *Understanding styles as configurations and not just the one dominant characteristic*
- *Productive adjustments versus adjustments based on miscommunication*
- *Learning which aspects to stress—credibility, technical details, customer service, etc.*
- *Best methods of communicating and what to avoid with different styles*
- *Developing different approaches and specific openings for each style.*
- *Getting a better sense of when to close instead of continuing to convince.*
- *Understanding my selling strengths and weaknesses*
- *Differences between natural and response styles—how we change from home to work*
- *How to see what motivates my Sales Reps*
- *How to adjust my selling approach for other styles*
- *Tools to evaluate different styles*

"Using Data Dome's behavioral style profiles has uncovered highly valuable information about identifying and adjusting for different styles, both with our buyers and with each other. The Sales Seminar in particular gave us the insights to take the step from simply identifying different styles to adapting our individual styles to the behavioral style of each client.

The seminars succeed in being both nonthreatening and frank, a combination that proved to be extremely beneficial and constructive for our sales team."

"The information Data Dome, Inc. provided us was amazing. We have used this information to analyze our strengths but more importantly our weaknesses. I am confident that because of Art's seminar we have a more professional and productive group of account executives. I would not hesitate to recommend the Data Dome seminar to any business. It was concise, informative and extremely entertaining."

- Over 4,000 BellSouth sales managers and employees
- Over 400 Atlanta Gift Mart sales managers and sales reps
- Over 400 Transamerica Asset Management national sales force
- Over 300 Hewlett Packard VPs, sales managers, and employees
- And over 7,000 other managers and employees from over 100 companies



Conducted by Top  
Sales Trainer

**Arthur G. Schoeck**

Winner of the TTI

International Trainer  
of the Year Award

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# The Behavioral Analysis Series for Sales Professionals

## THE DISC DOORWAY

## Effective Selling with Behavioral Style Strategy



## DATA DOME INC.

*Maximizing Individual and  
Corporate Potential*

<http://www.datadome.com>

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## THE DISC DOORWAY

### Effective Selling with Behavioral Style Strategy

#### OBJECTIVE

***To provide sales professionals the opportunity to learn more about themselves and how to use their natural strengths as well as to compensate for their behavioral limitations in the selling process.***

The behavioral analysis for sales sessions are a cost-effective way to gain insight into behavior-based selling strategies.

This series, "The DISC Doorway to Selling with Behavioral Style," is organized around three right-to-the-point modules specifically designed to benefit sales professionals.

First, salespersons will understand the strengths and limitations of their own behavioral style. Then they learn specific strategies for identifying and selling toward different styles, and how to blend their style with behavioral adjustments toward the style of the prospect. Finally, the toughest kind of sale is identified and a strategic plan designed to deal with the most difficult kind of prospect or kind of sale. We'll give you the strategies to sell to even the most incompatible prospect and to organize the selling team to best advantage.

The Sales Behavioral Style Report is included. *Prior to attending the seminar, attendees will receive, via email, instructions to complete an online behavioral style profile for sales. The results provide the basis for dialogue for the seminar.*

## The Competitive Edge of Behavioral Insight

### Understanding Your Selling Style

#### Session 1

- Send the messages you mean to send - how we deliver verbal and nonverbal messages.
- Understand your "native tongue," your most natural communication style.
- Become aware of the adjustments made in response to prospects and the selling environment, streamlining them into more natural and fruitful responses.
- More effectively capitalize on the strengths of your style and decisively navigate the areas which are not naturally your strengths.
- Identify your behavioral style liabilities, and compensate for them.
- Make blind spots visible with specific feedback.
- Productively differentiate between sales goals and relationship building.
- Appreciate your unique contributions to your sales team.

- People tend to buy from salespeople with behavioral styles similar to their own.
- Salespeople tend to sell to customers with a behavioral style *similar to their own*, and
- Salespeople who are aware of their behavioral style and learn to adjust their presentation process to their customer's style to increase their sales.

You do not sell a product. **You influence people!**

People buy from people they like. Therefore, if they don't like you, they won't buy from you. Period! You meet and interact with people on a daily basis. Every interaction will either increase or decrease your credibility with that person. The way others respond to you is a direct reflection of how you are treating them.

## The Chameleon Strategy

### Increasing Sales by Blending Styles

#### Session 2

- How to identify those with different behavioral tendencies and decode visual and verbal signs of behavioral language.
- Better anticipate common questions associated with different behavioral styles.
- Have answers prepared to common questions, based on style, not practice and old habits.
- Know the purchasing and investment characteristics of the different behavioral styles.
- Understand the motivational factors that influence those purchasing habits.
- Better respond to and overcome objections.
- Adjust behaviors to optimize your approach toward different styles by utilizing communication and motivation style preferences.
- Improve your sales approach with specific style-based strategies.

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## Targeting Your Toughest Sell

#### Session 3

- Identify the toughest kind of client for your style and diagnose the most common mistakes.
- Create a basic approach that sets the buying stage.
- Ensure that your message is received and understood.
- Identify motivational factors affecting the buyer.
- Create an effective strategic plan for you to effectively sell to your most difficult kind of prospect.