

**SANDLER®**

EBOOK

# 5 Secrets to Sales Success Using DISC





## Introduction

### Let's Dish About the DISC Assessment

Have you ever found yourself “clicking” instantly with someone—a salesperson or a decision maker, say – and quickly found yourself concluding that the two of you really spoke each other’s language? Can you think of a business contact with whom it was incredibly easy for you to create and sustain rapport? Is there a certain salesperson or client/customer you always look forward to talking to? Most of the sales leaders we work with have no problem identifying multiple relationships that fall into these categories.

Now how about the opposite situation? Can you think of someone you found it hard to connect with comfortably – right off the bat? Is there someone in your world – a client, a prospect, or a salesperson – who has “rubbed you the wrong way” from the very first moments of the relationship, and who has, despite your best efforts, continued to be hard for you to connect with?

What was going on in those situations? What “language” were you speaking – or not speaking? Perhaps more important – is there any way for you and the members of your team to reclaim collaboration, mutual opportunity, and value in those relationships where you don’t instinctively “click” with someone?

Fortunately, the answer to that last question is “yes.” One of the exceptional tools that can **elevate your team’s sales performance and performance as a sales leader is the DISC assessment.**

This assessment is a simple yet powerful tool that allows you to **identify an individual’s hard-wired behavioral style** – and, just as important, identify your own!

The DISC framework consists of four behavior profiles: Dominance, Influence, Steadiness and Conscientiousness.

Broadly speaking, below are the primary characteristics of each DISC profile, although individuals can certainly exhibit aspects of one or more profiles depending on situation.



### Dominance

- Aggressive
- Blunt
- Results-oriented
- Impatient
- Easily irritated
- Demanding
- Competitive
- Fond of change
- Goal-oriented



### Influence

- Talkative
- Animated
- Easily excited
- Open and friendly
- Unorganized
- Short attention span
- Collaborative decision maker
- Positive



### Steadiness

- Easygoing
- Calm
- A careful listener
- Thoughtful
- Someone who asks questions
- Resistant to change
- Resistant to risk



### Conscientiousness

- Facts-oriented
- An analyst
- Fond of rules
- Quiet
- Reserved and timid
- A researcher
- Resistant to personal criticism

After taking an approximately 20 minute long survey, the DISC assessment creates a detailed report that provides **respondents with a valid assessment of their strengths** – and also identifies potential blind spots that could benefit from extra attention.

#### **When you unlock the secrets of effectively utilizing DISC assessments, you will:**

- Improve communications with customers and team members
- Hire high-performing sales teams
- Connect with customers and team members on a deeper level
- Establish business relationships based on trust
- Develop deeper confidence and greater self-awareness

## Learn a new language with DISC

Think of the DISC behavioral profiles as languages you can learn. You may already be fluent with one, but why stop there? The more fluent you are in multiple DISC languages, the **more effective you'll be as a sales leader**.

For example, let's say you have taken the DISC assessment survey and you identify most strongly with the style of a Steady Relator. Instead of assuming that you "just can't connect" with individuals in the other three DISC profiles, seize the opportunity to **recognize the diversity and strengths** that people who work within the Dominant, Influencer, and Compliant profiles bring to your team.

DISC assessments provide a framework for understanding how a team member or customer **behaves and interacts in the business environment**. When you can converse in all four DISC languages, you'll gain valuable insights into an individual's goals and the motivations that are likely to drive their decisions and actions.

As a sales leader, you can **leverage this "inside information"** to foster and nurture a culture of inclusion, growth, and continuous learning for team members so everyone feels valued for their contributions. DISC assessments and profiles can serve as an important tool that supports your mission to cultivate high-performing sales teams – more on that below!



## Improve communications with DISC

Successful sales leaders know how to **adjust and adapt their communication style** to align with the DISC profile of their team members, subordinates, and customers. Below are some broad-based examples of traits for each profile. Notice how your communication with each profile requires a different connection strategy.



A **Dominant** is typically a self-starter and born risk-taker who loves solving problems and making decisions. When interacting with these people, get to the point quickly and let them drive interactions.



An **Influencer** is typically enthusiastic, talkative, and persuasive. Give them the chance to share on a social and interpersonal level.



A **Steady Relator** is a great listener who is loyal to the end and enjoys being a team player. Don't rush them. Don't ask them to take sides. Let them know how important it is to you to support the important relationships in your life.



A **Compliant** has high standards and usually works in a very systematic, precise, conscientious manner. Make it clear to them that you know process and procedure are there for a reason. Never, ever ask them to skip steps or cut corners.



### HELPFUL HINT

Notice the way that a person communicates in emails, phone messages and texts. Observe the speed, tone, and style of these day-to-day interchanges, and craft your replies to respond in a like manner.

Your job as a leader is to **develop successful relationships** with team members in a comfortable, trusting environment. DISC assessments and analysis allow you to gather psychological knowledge as a building block to achieve that goal. Sure, you'll need to invest some energy into being a **mindful observer of your team members**, but the effort will pay huge dividends in the respect that you'll earn as an empathic leader.



## Hire high-performing teams leveraging DISC Assessments

A sports analogy might best serve to demonstrate the value that DISC assessments can provide to sales managers who want to create and maintain a superstar sales team.

Tom Brady is often assigned the GOAT honorific as the greatest quarterback of all time. But would the coach want a team filled solely with Tom Brady clones? Of course not! Many other skill sets and personalities are mandatory components of a championship team. It's the coach's job to put players in the roles that align with their strengths and talents.

Asking team members to take the brief DISC survey at some point in the hiring process helps you do this. The survey generates a **detailed 35-page report** about the **respondent's areas of strength**, the areas that **might need improvement**, and the unique way that the respondent will automatically think or behave in certain scenarios.

Upon reviewing the DISC assessment report, the sales leader will have much-needed data to **assign people to the roles or customer accounts where they are needed most**.

In a post-pandemic, hybrid world where managers don't always see team members face-to-face daily, more and more managers and leaders report that they appreciate DISC as a robust assessment tool to support their decisions about team roles and responsibilities. The assessment will also help you to identify areas where you can ask prospective hires interview questions that will illustrate how well they have compensated for their personal blind spots in previous work settings.

**The long-term success of any team rests with the coach** – and that's you. So make DISC a big part of your strategic hiring and personnel plan.

---

## Build rapport with DISC

**People buy from people they know, like and trust.** But if you haven't built up rapport with them effectively, it's hard for them to know, like, and trust you!

Effective sales pros know how to apply the principles of DISC behavioral styles to read others, read the room, and connect in a way that enables good communication to take place. Once you have the mindset to slow down, be observant of the DISC styles in the conversation, and make a commitment to ensure that others are getting their needs met, you'll be **creating an environment of cohesive sharing and mutual respect** – and making it easier for trust to take root.

## Know thyself... with DISC

The ancient Greeks knew that self-awareness was essential to reaching one's full potential. The term "Know Thyself" was one of the maxims inscribed on the Temple of Apollo at Delphi. Many Greek sages, including Socrates and Plato, referenced the quote in their teachings.

DISC brings "Know Thyself" into the 21st century. The assessment is a multifaceted tool that **reveals an individual's conscious and unconscious behavioral style** and tendencies. That's why we encourage all sales leaders to assess themselves in addition to their team members, new hires, and key applicants. You must be **fully aware of your own strengths, potential weaknesses, and behavioral preferences** in order to effectively empower others.

Looking at the final page of the DISC report analyzing your responses to the DISC survey is like looking at an X-ray scan to see what's happening deep inside your psyche. One experienced DISC specialist taped that final page to his bathroom mirror, then asked himself daily about:

- Three things to start doing (his potential)
- Three things to stop doing (his blind spots that need improvement)
- Three things to continue (his strengths)

A deep familiarity with his own DISC profile has given him consistently good answers to those questions. They can do the same for you and your team.

Everyone is a work in progress. **DISC tools and assessments can support you on your journey to fulfill your own potential – and your team's.**





**To learn more about the  
DISC styles and take your  
own assessment, contact  
your Sandler representative.**

## About Sandler

Sandler Training is the world's leader in sales development training programs for salespeople at small, medium and Fortunesized businesses, as well as solopreneurs, entrepreneurs and independent consultants. Delivering an estimated 92,000 training hours per year, Sandler specializes in solving complex business challenges through proven systems for communicating with, developing and motivating people.

**SANDLER®**

© 2023 Sandler Systems, LLC. All rights reserved.

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

