



# Video Viewing Guide

WILEY



# Video Viewing Guide

*Everything DiSC® Sales* increases sales effectiveness using the power of DiSC®, with 38 video segments featuring real-world, sales-specific customer interactions.

This manual provides an overview of the video content as it appears in the Facilitation Materials folder. *Everything DiSC Sales* video is available with English subtitles or without subtitles.



## DiSC® SALES STYLES

Introduces the DiSC model and describes DiSC sales styles.

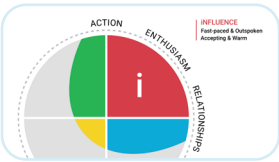
**Page 3**



## CUSTOMER MAPPING

Shows a new way of people reading called customer mapping. Participants also practice identifying customer styles.

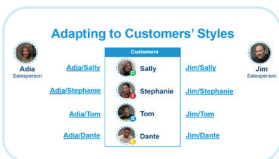
**Page 3**



## CUSTOMER PRIORITIES

Illustrates the preferences of each of the four DiSC buying styles.

**Page 4**



## ADAPTING TO CUSTOMERS' STYLES

Shows two different salespeople engaging in ineffective and adapted interactions with customers of all four DiSC styles. Select up to eight distinct salesperson/customer combinations.

**Page 5**



## DiSC® SALES STYLES

**Total Length: 4 minutes**

What if people had their needs written all over them? This segment introduces the DiSC® model and shows how understanding people's needs can improve sales effectiveness. The video illustrates how DiSC styles and their priorities might manifest in a sales environment.



## CUSTOMER MAPPING

**Total Length: 7 minutes**

In Customer Mapping, participants learn how to identify a customer's DiSC style using the customer-mapping process. Choose either Jim or Adia to show all of the styles in a single facilitation. This keeps participants focused on the behaviors and not on the individual.

### Using the Customer Mapping Segments in Facilitation

These segments are used in Module 3, where participants practice customer mapping in a competitive team activity. After playing the Introduction to Customer Mapping segment, use only one set of videos, either Jim or Adia, for consistency during facilitation. Scenarios 7 and 8 feature a combination of styles and are likely to be more challenging for participants.

#### Introduction to Customer Mapping

This segment explains the three-step process that reveals a customer's DiSC style.

#### Scenario 1

D style customer: A customer who has a D style is probably fast-paced and outspoken. They might be straightforward about their expectations and ask for a quick turnaround. In addition, they can be questioning and skeptical, with a no-nonsense attitude.

#### Scenario 2

C style customer: A customer who has a C style is probably cautious and reflective, showing a reserved and calm demeanor. They can be questioning and skeptical as well, wanting to see accurate and reliable data that is relevant to their situation.

#### Scenario 3

i style customer: A customer who has an i style is probably fast-paced and outspoken. They may come across as enthusiastic and optimistic. In addition, they may reveal personal information in a friendly manner, showing that they are accepting and warm.

#### Scenario 4

D style customer: A customer who has a D style is probably fast-paced and outspoken. They might be eager to get the job done, making it clear they want results quickly. They can also be questioning and skeptical, which can be revealed by their matter-of-fact statements.

#### Scenario 5

S style customer: A customer who has an S style is probably cautious and reflective. They might seek reassurance that they are making the right decision to meet everyone's needs. In addition, they can have a soft-spoken demeanor, showing that they are accepting and warm.

## Customer Mapping (continued)

### Scenario 6

C style customer: A customer who has a C style is probably cautious and reflective, taking a thoughtful and serious approach. They can also be inclined to double check the facts and ask to see evidence, a result of their tendency to be questioning and skeptical.

### Scenario 7

Si or iS style customer: A customer who has an Si or iS style is probably warm and accepting, as seen by their friendly attitude and concern for others. They might show appreciation, and can come across as both enthusiastic and accommodating.

### Scenario 8

Di or iD style customer: A customer who has a Di or iD style is probably fast-paced and outspoken. They may have a lively demeanor and want to know about the big picture. They might seek information on the bottom line and are excited about new possibilities.

## CUSTOMER PRIORITIES

**Total Length: 6 minutes**

These narrated video segments show that each DiSC® style has different priorities in buying situations.

### Using the Customer Priorities Segments in Facilitation

These segments are used in Module 4 as a starting point for discussing how to work with different types of customers.



#### D Style Customer Priorities

Sally prioritizes results, action, and competency. She is interested in the bottom line and shows an eagerness to move forward quickly.



#### i Style Customer Priorities

Stephanie prioritizes enthusiasm, relationships, and action. She displays energy and optimism in her desire to explore exciting new possibilities immediately.



#### S Style Customer Priorities

Tom prioritizes sincerity, dependability, and relationships. He is interested in working with someone who values his genuine, patient approach.



#### C Style Customer Priorities

Dante prioritizes quality, dependability, and competency. He is interested in the soundness of an offering, and he wants guarantees that he is making a good long-term decision about a reliable product or service.

## ADAPTING TO CUSTOMERS' STYLES

**Total Length: 15 minutes**

This section helps participants learn specific ways in which salespeople can adapt to meet the needs of each DiSC® style. There are two different salespeople to choose from (neither representing a specific DiSC style) and customers of all four DiSC styles. This provides eight distinct salesperson/customer combinations.



### Customers:

D Style, Sally  
i Style, Stephanie  
S Style, Tom  
C Style, Dante

### Salespeople:

Adia  
Jim

Keep in mind that neither salesperson is meant to portray a particular style. Instead, each salesperson/customer pairing begins with a video that illustrates the salesperson's unadapted approach to a customer with a specific style. There may be chemistry between them, but there is always an ineffective element to the approach. This could be due to either overlooking or overemphasizing the customer's priorities.

The second video in each salesperson/customer pairing illustrates an effective interaction, where the salesperson has adapted their behavior to the preferences and priorities of the customer's DiSC style.

### Using the Adapting to Customers' Styles Segments in Facilitation

These segments are used in Module 5, where they help participants see the consequences of not adapting to the needs of their customers.

### D Style Customer—Sally

#### Adia/Sally (Ineffective)

The communication is ineffective because

- Adia goes off on tangents and avoids getting to the point
- Adia is not prepared to talk business
- Adia's attempt at relationship building may be seen as manipulative



Adia



Sally

D Style Customer

#### Adia/Sally (Adapted)

The communication is more effective because

- Adia cuts off her small talk and gets to the point
- Adia makes it clear that she respects Sally's time
- Adia stresses that she knows results are important to Sally

### D Style Customer—Sally (continued)

#### Jim/Sally (Ineffective)

The communication is ineffective because

- Jim comes across as wishy-washy and won't give a definite opinion
- Jim is unable to provide the quick, big-picture overview that Sally desires
- Jim appears to not know what he is talking about



Jim



Sally  
D Style Customer

#### Jim/Sally (Adapted)

The communication is more effective because

- Jim makes a confident recommendation based on Sally's needs
- Jim offers the immediate turnaround that Sally wants to see
- Jim respects Sally's authority but does not appear weak

### i Style Customer—Stephanie

#### Adia/Stephanie (Ineffective)

The communication is ineffective because

- Adia makes no attempt to be warm or friendly
- Adia ignores Stephanie's attempts to make small talk
- Adia neglects to summarize information for Stephanie



Adia



Stephanie  
i Style Customer

#### Adia/Stephanie (Adapted)

The communication is more effective because

- Adia emphasizes the effect that her offering will have on people
- Adia stresses the intuitive nature of her product
- Adia presents a brief overview

#### Jim/Stephanie (Ineffective)

The communication is ineffective because

- Jim is dismissive when Stephanie tries to form a personal bond
- Jim stops Stephanie from calling the person who put them in contact
- Jim makes no attempt to be friendly



Jim



Stephanie  
i Style Customer

#### Jim/Stephanie (Adapted)

The communication is more effective because

- Jim engages in small talk with Stephanie
- Jim recalls a specific detail about their shared connection
- Jim says he appreciates people who have a sense of humor

## S Style Customer—Tom

### Adia/Tom (Ineffective)

The communication is ineffective because

- Adia does not attempt to help Tom come to any conclusions
- Adia allows Tom to take more time than is necessary to make a decision
- Adia fails to gain Tom's commitment to her offering



Adia



Tom

S Style Customer

### Adia/Tom (Adapted)

The communication is more effective because

- Adia sympathizes with Tom's indecisiveness but does not enable it
- Adia offers to help Tom decide on his best option
- Adia pinpoints the specific aspects that are causing Tom stress

### Jim/Tom (Ineffective)

The communication is ineffective because

- Jim dismisses Tom's concerns
- Jim doesn't try to reassure Tom
- Jim uses fear tactics and brings up worst-case scenarios



Jim



Tom

S Style Customer

### Jim/Tom (Adapted)

The communication is more effective because

- Jim validates Tom's preference to be cautious
- Jim empathizes with Tom's need to keep things simple and reliable
- Jim offers to go over the options step by step

## C Style Customer—Dante

### Adia/Dante (Ineffective)

The communication is ineffective because

- Adia glosses over details and ignores Dante's need for specifics
- Adia refers to other people's impressions rather than offering Dante evidence
- Adia appears manipulative by trying to be too friendly too fast



Adia



Dante

C Style Customer

### Adia/Tom (Adapted)

The communication is more effective because

- Adia avoids invading Dante's privacy or getting too personal
- Adia encourages Dante to study the data and make comparisons
- Adia allows Dante to come to his own conclusions about her offering

## C Style Customer—Dante (continued)

### Jim/Dante (Ineffective)

The communication is ineffective because

- Jim doesn't come across as competent or knowledgeable
- Jim fails to provide data or evidence for Dante to analyze
- Jim does not make logical or rational arguments



Jim



Dante

C Style Customer

### Jim/Dante (Adapted)

The communication is more effective because

- Jim is prepared to offer the analysis that Dante requires
- Jim has a good idea of the factors that Dante wants to examine
- Jim appears to know what he is talking about