



# EVERYTHING DiSC<sup>®</sup> SALES CUSTOMER INTERACTION MAP



**Aha!** Academy of  
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with customer  
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# Adapting Your S Style to Samantha Clark, Your "D" Customer

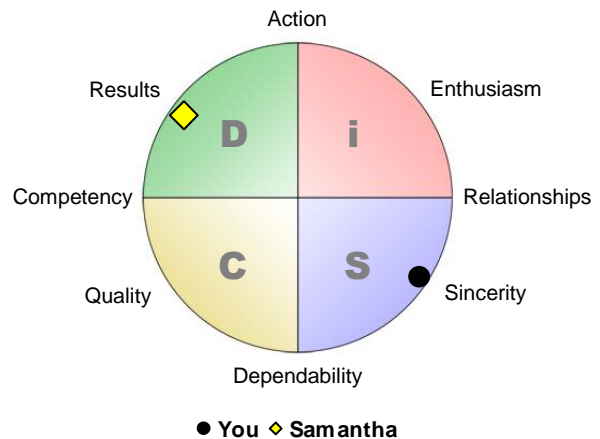


Everything DiSC® Customer Interaction Map

Taylor, you indicated that your customer, Samantha Clark, is moderately fast-paced and outspoken and is highly questioning and skeptical. Therefore, she has a D style, as shown by the diamond on the Sales Map below. Because you tend toward the S or Steadiness style, the two of you may have different priorities. Let's look at a comparison of your priorities and some possible strategies for maximizing your success selling to Samantha.

## Compared to you, Samantha Clark may tend to be

- More focused on the bottom line
- More likely to move at a fast pace
- More interested in groundbreaking or innovative ideas
- More decisive
- More blunt and challenging
- Less concerned with other people's feelings
- Less interested in forming a personal relationship
- Less likely to participate in small talk
- Less concerned with social niceties
- Less interested in the details



## Strategies for Interaction

### Addressing the Need for Results

"D" customers have a strong drive to get immediate results and accomplish their goals quickly. Because you may use a more low-key approach, Samantha's focus on the bottom line may strike you as intense or even blunt. You can, however, address her need for achievement by emphasizing the impact that your product or service will have upon her business.

- Show a desire to help her get immediate results
- Demonstrate how your offering can improve her bottom line
- Encourage her to discuss the kind of results she wants

### Moving Toward Definitive Action

"D" customers want to cut to the chase, make a quick decision, and make things happen. Samantha's desire for immediate action may clash with your tendency to carefully go over options. She speaks quickly and makes up her mind with little hesitation, and this may surprise you because you tend to be more laidback and methodical. It could be beneficial, therefore, for you to summarize information as much as possible and avoid tangents. Let her know that she can expect things to happen quickly.

- Get to the point
- Provide concise summaries rather than thorough information
- Refrain from asking unnecessary questions

### Expressing the Importance of Competency

"D" customers expect salespeople to be competent and self-assured. For this reason, Samantha may dismiss things that you find important, such as addressing emotional needs or establishing personal connections. She responds to confidence and directness, so be as straightforward as you can during your interactions. Make sure that your accommodating, modest nature doesn't come across as weak or uncertain. Show her a confident, can-do attitude that tells her you'll take care of things without hassles on her part.

- Gain respect by appearing confident and self-assured
- Be direct when asking for a commitment
- Be prepared to answer tough questions directly