

D.I.S.C. PERSONALITIES

UNDERSTANDING TO CONNECT

Understanding the D.I.S.C. personality framework is a game-changer in sales. Why? Because people buy from those they connect with. Period. Dominant (D) and Influencing (I) personalities make up just 14% of the population, but they're often the decision-makers and influencers in any room. Dominants are assertive, results-driven, and thrive on control. They want the facts, fast. Influencers, on the other hand, are charismatic, enthusiastic, and crave connection. They want to feel valued and heard. If you don't know how to adapt to these traits, you'll lose the sale before it even starts.

Mastering the sale isn't just about closing deals, it's about building relationships. When you understand a client's personality, you can tailor your approach to meet their needs, whether it's giving a Dominant the bottom line or making an Influencer feel like the star of the show. But it doesn't stop there. You've got to recognize your own personality traits too. Are you naturally Dominant, Influencing, Steady, or Compliant? Knowing this helps you communicate more effectively with all four types, turning every interaction into a win-win.

Want to go deeper? Learn how to leverage your personality to connect with each type individually. Sign up for the D.I.S.C. Sales Profile Report and unlock the blueprint to dominate every conversation. This isn't just about sales—it's about becoming unstoppable.

DOMINANT

Key Traits:

- 3% of people are a "D" personality
 - Seeks control
 - Decisive
 - Direct
 - Results

Strengths:

- Motivates others to action
- Excels in emergencies
- Values business related socializing
- Independent
- Goal-oriented

Obstacles:

- Opinionated
- Impatient
- Can appear cold
- Not complimentary
- Argumentative

Communicating With a "D":

- Be brief, direct, and to the point, then leave
- Ask "What" not "How" questions
- Focus on results
- Don't ramble
- Discuss a problem and its effect on outcomes

FEAR:

- Being taken advantage of

INFLUENCING

Key Traits:

- 11% of people are an "I" personality
 - Persuasive
 - Spontaneous
 - Friendly
 - Spotlight

Strengths:

- Inspires others
- Comfortable in the spotlight
- Optimistic
- Charismatic
- Enthusiastic

Obstacles:

- Undisciplined
- Disorganized
- Doesn't follow through
- Talks too much
- Doesn't listen

Communicating With an "I":

- Don't do all the talking
- Don't ignore their ideas
- Allow time for socializing
- Follow up with the details in writing
- Four short 10-minute discussions are better than one 40-minute discussion

FEAR:

- The loss of approval or rejection

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The Steady (S) and Compliant (C) personalities make up a massive 86% of the population, and if you don't understand how to connect with them, you're leaving money and relationships on the table. Steady personalities are loyal, patient, and thrive on stability. They value trust and consistency above all else. Compliant personalities, on the other hand, are detail-oriented, analytical, and driven by precision. They want the facts, the data, and the assurance that every "i" is dotted and "t" is crossed. If you're not tailoring your approach to meet their needs, you're missing the chance to build real, lasting connections.

Now mastering the sale isn't just about closing; it's about creating relationships that lead to repeat business and referrals. Steady clients need to feel safe and supported, while Compliant clients need to feel confident in your expertise and attention to detail. When you understand these traits, you can adapt your communication style to make them feel understood and valued. That's how you turn a one-time transaction into a long-term partnership.

But you've got to know yourself first. Are you naturally Dominant, Influencing, Steady, or Compliant? Recognizing your own personality traits is the key to bridging the gap between who you are and who your client is. Want to go deeper? Sign up for the DISC Sales Profile Report and learn how to use your personality to connect with each type individually. This isn't just about sales, it's about becoming a master communicator.

STEADY

Key Traits:

- 69% of people are a "S" personality
 - Team-oriented
 - Follow-through
 - Loyalty
 - Acceptance

Strengths:

- Routine-oriented
- Finds the easy way
- Great listener
- Hard worker
- Supportive

Obstacles:

- Can be too laid back
- Shuts down in confrontation
- Needs reassurance
- Slow to start
- Resists change

Communicating With a "S":

- Create a friendly tone for the discussion
- Show interest in them as a person
- Don't be overly aggressive
- Minimize the potential for confrontation
- Give them time to adjust to any changes

FEAR:

- Being in a confrontation and the loss of security

COMPLIANT

Key Traits:

- 17% of people are a "C" Personality
 - Compliant
 - Analytical
 - Planner
 - Accuracy

Strengths:

- Genius-prone
- Finishes what they start
- Gathers facts
- High quality work
- Orderly and organized

Obstacles:

- Analysis paralysis
- Avoids risk
- Socially insecure
- Appears cold and distant
- Prefers to work alone

Communicating With a "C":

- Provide all the details
- Use validated facts
- Be precise in your explanation
- Be very specific
- Be patient, answer all their questions, and follow up to provide them with the additional data they request

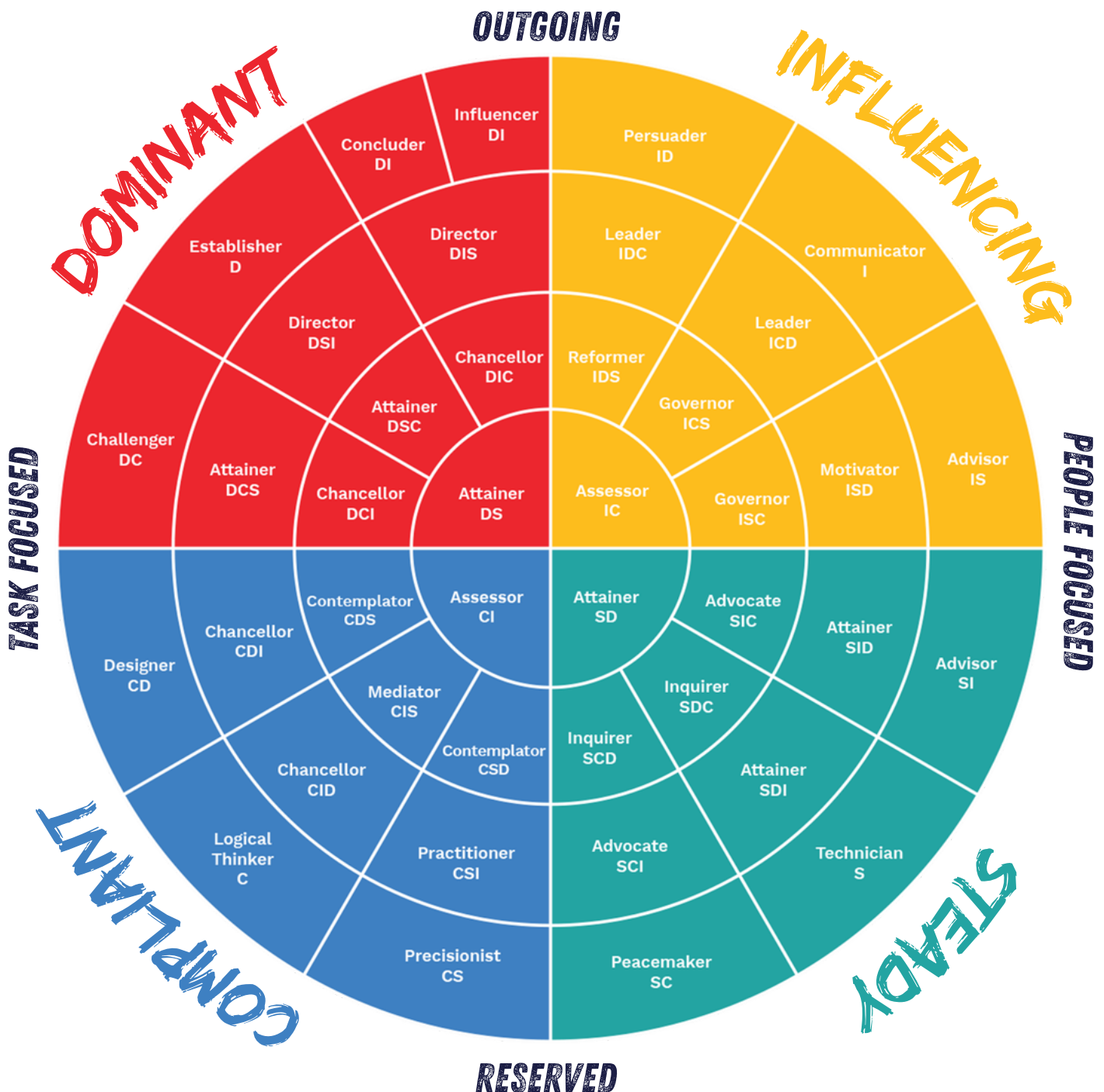
FEAR:

- Being criticized for their performance

DISC PERSONALITY

KEY TRAITS OF PEOPLE

The D.I.S.C. personality framework is a game-changer in sales. It's not just about knowing who you are, it's about understanding how you operate and how others respond to you. Your primary letter (D, I, S, or C) is your dominant trait, your natural go-to in any situation. The follow-up letters? They're your backup tools, shaping how you adapt and connect. For example, a D.C. is driven and detail-oriented, while a C.I.D. leads with precision but knows how to influence. However, your top trait isn't set in stone. You can shift between D, I, S, and C as you grow, adapt, and master new skills. In sales, this flexibility is EVERYTHING. Understanding D.I.S.C. doesn't just help you sell, it helps you lead, connect, and dominate.



SALES PROFILE

MAXWELL
LEADERSHIP

IDENTIFY YOUR **SELLING STRENGTHS** *and* *the* **BUYING BEHAVIORS** *of* YOUR PROSPECTS

Master the art of selling by learning how your sales style influences buying decisions.

SALES PROFILE REPORT

Whether you're new to selling or a seasoned sales veteran, the Maxwell Sales Impact Report will undoubtedly guide you to impactful results. This report helps you discover your selling style and ways to maximize it. It also offers awareness of the various buying styles of your clients. If you sell any product, service, or a combination thereof, this report will equip you to:

- **IDENTIFY YOUR PREFERRED STYLE OF SELLING** and understand your sales strengths and limitations.
- **LEARN HOW TO CONNECT WITH POTENTIAL BUYERS** and find out what makes them tick.
- **USING THE MATRIX OF CUSTOMER BUYING STYLES**, learn how to sell to every type of person.
- Receive a detailed **SALES PROFILE REPORT** and get a clear picture of how to improve your sales **RESULTS** and **PERFORMANCE**.



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