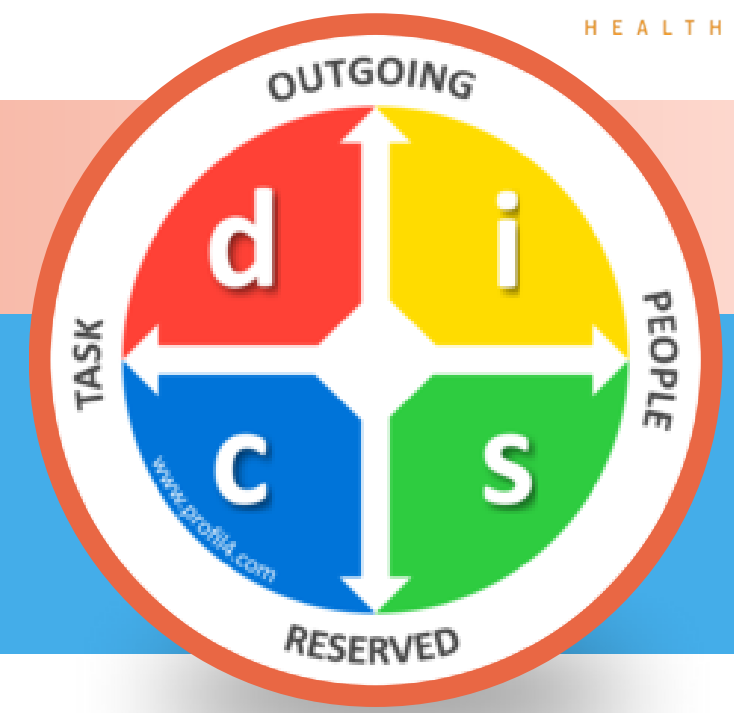


Checklist:

Adapting Sales Strategies by DISC Type



PURPOSE

As a sales professional, understanding your prospect's personality type can make or break your success. This checklist is designed to help you quickly assess, adapt, and apply the best communication and sales techniques based on the DISC personality model. By following these steps, you can build stronger connections, increase trust, and ultimately close more deals.

➤ STEP 1: IDENTIFY THE PROSPECT'S DISC TYPE

Use verbal and non-verbal cues to determine the best approach.

- DOMINANCE (D-TYPE):** Direct, result-driven, confident, impatient.
- INFLUENCE (I-TYPE):** Enthusiastic, talkative, social, expressive.
- STEADINESS (S-TYPE):** Calm, cooperative, team-oriented, reserved.
- COMPLIANCE (C-TYPE):** Logical, analytical, precise, detail-focused.



➤ STEP 2: TAILOR YOUR COMMUNICATION STYLE

DISC TYPE	COMMUNICATION STYLE
D-TYPE	Be direct, concise, and focus on results. Avoid small talk.
I-TYPE	Be enthusiastic, engaging, and share success stories.
S-TYPE	Be patient, supportive, and emphasize long-term benefits.
C-TYPE	Be factual, structured, and provide detailed data and analysis.

➤ STEP 3: ADJUST YOUR SALES QUESTIONS

"What are your key business goals, and how can I help you achieve them?"

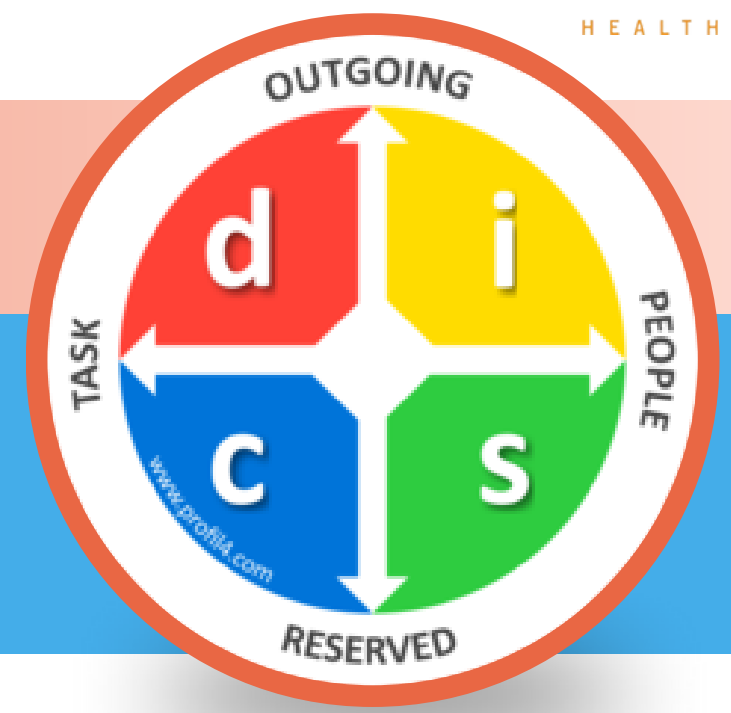
"How does this solution excite you?"

"How does this align with your team's needs?"

"What specific metrics are you looking at to evaluate success?"

Checklist:

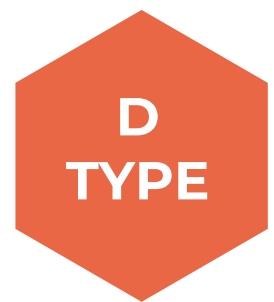
Adapting Sales Strategies by DISC Type



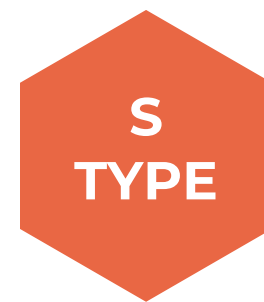
STEP 4: ADAPT YOUR SALES STRATEGY

DISC TYPE	BEST APPROACH
D-TYPE	Be efficient, show ROI quickly, and avoid unnecessary details.
I-TYPE	Build excitement, focus on benefits, and keep the conversation lively.
S-TYPE	Provide reassurance, focus on stability, and give them time to decide.
C-TYPE	Present detailed evidence, provide structure, and allow for analysis.

STEP 5: HANDLING OBJECTIONS BASED ON DISC TYPE



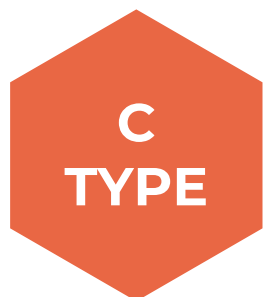
"I need to see quick results."
Response:
 "This solution has proven to deliver measurable outcomes within X weeks."



"I'm concerned about changes in our workflow."
Response:
 "We offer full support to make the transition as smooth as possible."



"I want to make sure my team loves this."
Response:
 "Others in your industry have had great success—let me share their experience."



"Do you have data to support this claim?"
Response:
 "Yes! Here's a case study showing the exact results you can expect."

FINAL STEP: POST-SALES FOLLOW-UP BASED ON DISC TYPE



Send a concise summary of next steps and results expectations.



Share a success story or testimonial to keep them excited.



Follow up with a reassurance email and offer additional support.



Provide detailed documentation and answer any remaining analytical questions.

WRAP-UP

By using this checklist, you can tailor your sales approach to match each DISC type, fostering better connections and increasing your close rate. Keep practicing and refining your approach to become more effective in adapting to different personalities!