

SELLING WITH STYLE

The DISC Behavioral Sales Advantage

In today's competitive marketplace, success in selling is more challenging and requires a higher level of skill and knowledge of the customer. Based on TTI's DISC Success Insights – Sales Version, our ***Selling With Style*** workshop gives your staff an added advantage over the competition by helping them understand their behavioral selling styles, as well as learning to recognize the buying behaviors of potential customers.

Research has shown:

- People tend to buy from salespeople who have behavioral styles similar to their own.
- Salespeople tend to sell to customers who have a behavioral style similar to their own.
- Salespeople who are aware of their own behavioral style and learn to “blend” with their customer's style are able to increase their sales.

Program Objectives

- Understand the basics of the four behavioral styles
- Realize your behavioral style
- Learn the buying characteristics of the different behavior styles
- Recognize your prospects'/customers' behavioral styles
- Develop the ability to blend your style with the style's your prospects and customers
- Provide hands on training within the participating sales team

Suggested Participants:

Sales Teams, Individual Salespeople, Sales Managers, Sales Trainers

Session Length:

Basic Session: Two hours

In-depth Hands On: Four hours

Session Size:

Minimum participants: 4

Maximum: 20

Pre-requirements:

TTI Success Insights – Sales Version for each participant