



# Solving the People Problem

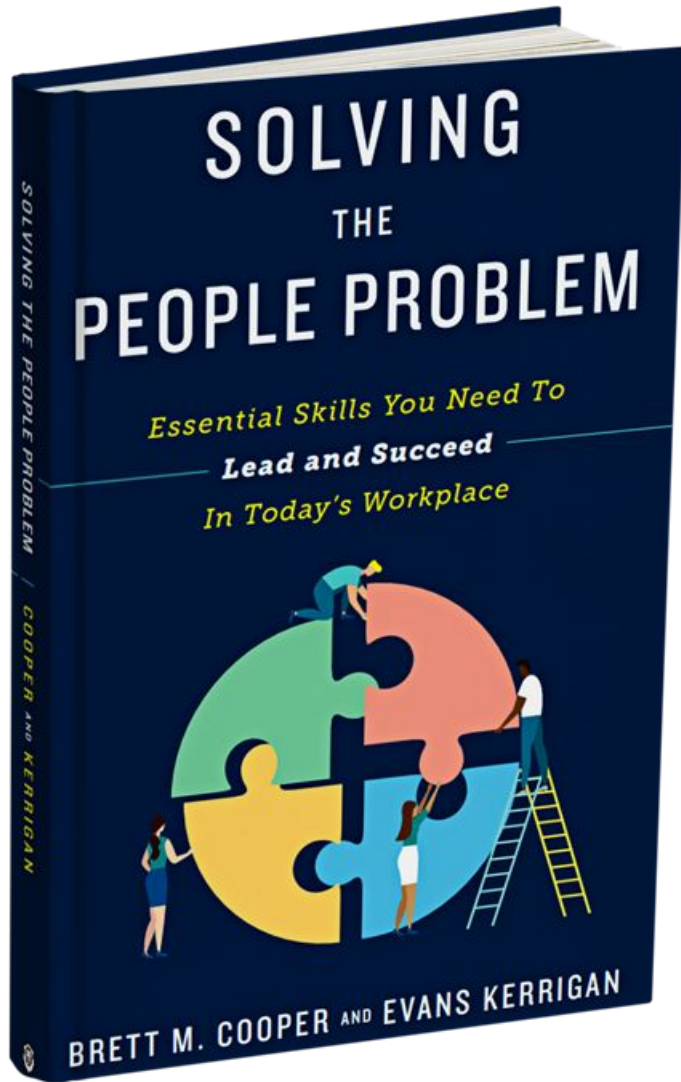
## Customer Service & Sales

**Welcome!** In a separate window, please log on to the  
Catalyst™ platform: [catalyst.everythingdisc.com](https://catalyst.everythingdisc.com)





# Time to Solve the People Problem

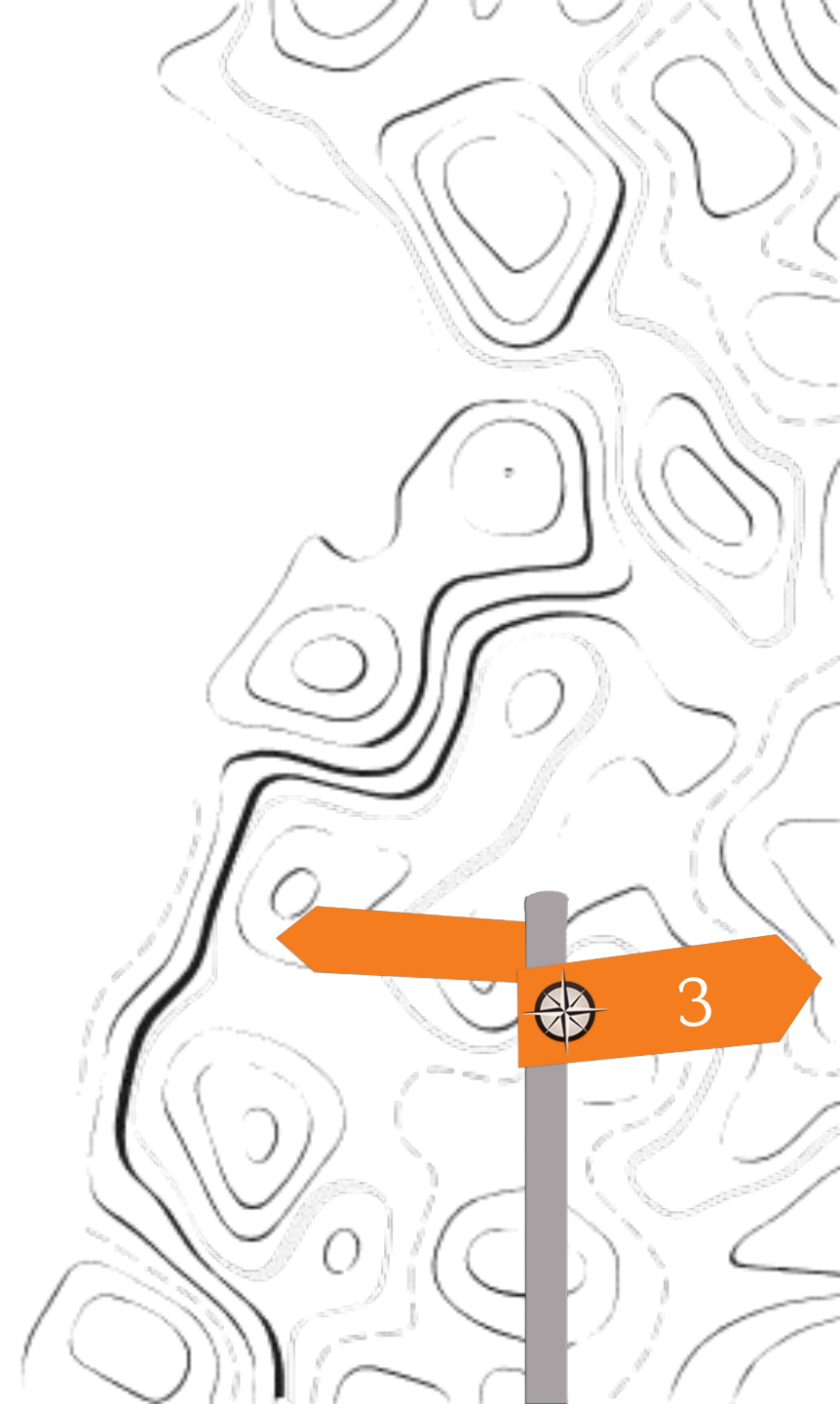


1. Communication
2. Conflict
3. Teamwork
4. Customer Service and Sales
5. Leadership
6. Decision Making



# Introductions

Insert facilitator pics/titles/DiSC circumplexes here





# Introductions

- Name
- Location
- Organization/Title
- What you believe makes it challenging to make a connection in dealing with people in sales and customer service situations

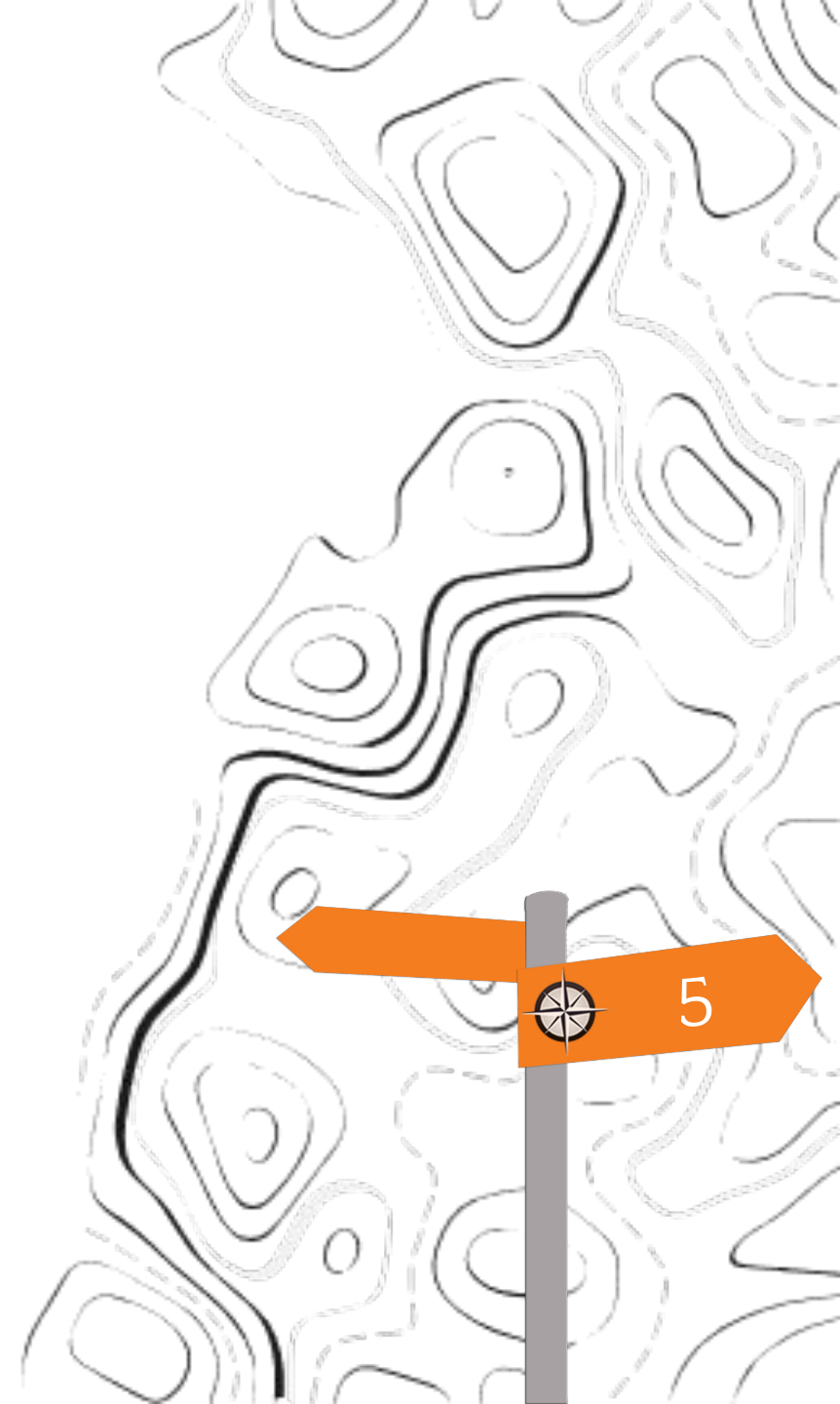




# Agenda/Objectives

- Settling In
- We're all in Sales and Service
- DISC-EQ Review
- Deeper Dives into each quadrant of the model
- Action Planning

In a separate window, please log on to the Catalyst™ platform: [catalyst.everythingdisc.com](https://catalyst.everythingdisc.com)





# Word Association

When you hear “**salesperson**”, what do you think of? What words come immediately to mind?

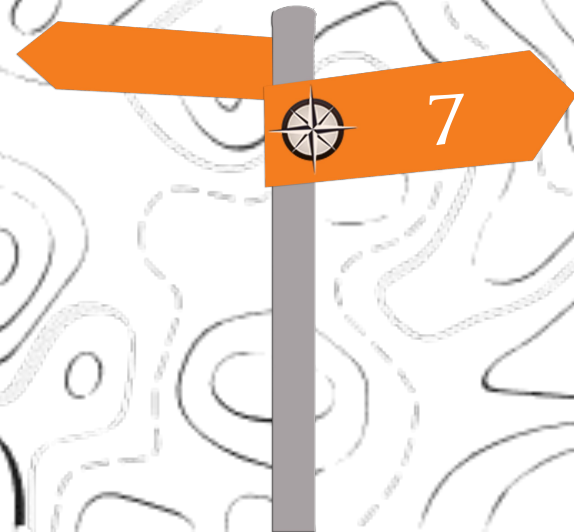




# We're all in Sales and Service

“I have always said that **everyone** is in **sales**. Maybe you don't hold the title of **salesperson**, but if the business you are in requires you to deal with people, you, my friend, are in **sales**.”

- Zig Ziglar



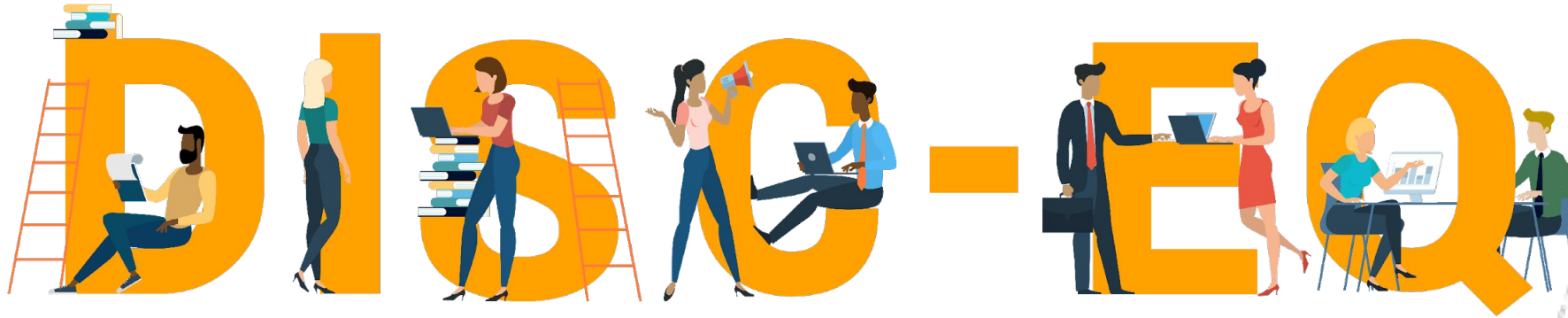


Chameleons  
only?





# The Solution





# DISC-EQ

	<b>Awareness</b>	<b>Application</b>
<b>Self</b>	Know Your Style	Choose Actions Wisely
<b>Others</b>	Know Other Styles	Adapt Actions for Mutual Benefit



# DISC-EQ

A deeper dive into the “Self”  
aspects of the model

**Know Your  
Style**

**Choose  
Actions  
Wisely**



# My Style and Customer Service & Sales

- Considering your own DISC style, what aspects of sales and service are in your natural comfort zone? What aspects require meaningful stretch?
- Review highlights of your DISC style in Catalyst™
- In the chat box – what conclusions do you draw? How big a stretch is it for you to sell/service?





# DISC-EQ

A deeper dive into the “Others”  
aspect of the model

**Know Other  
Styles**

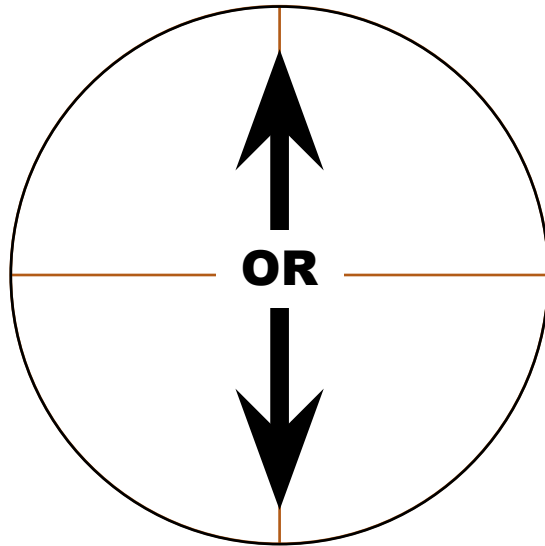
**Adapt Actions  
for Mutual  
Benefit**



# People-Reading Method

1.

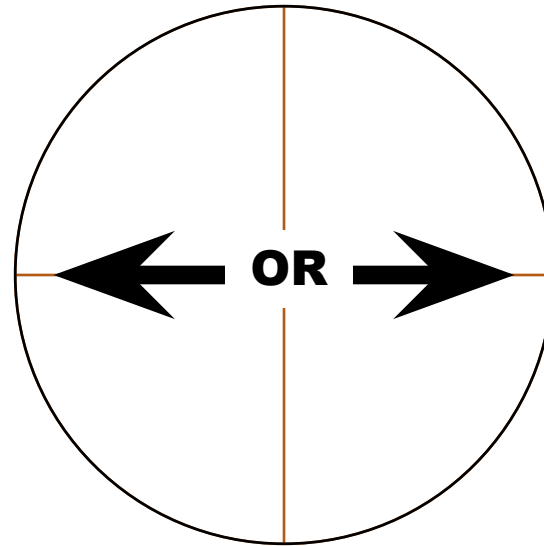
FAST-PACED & OUTSPOKEN



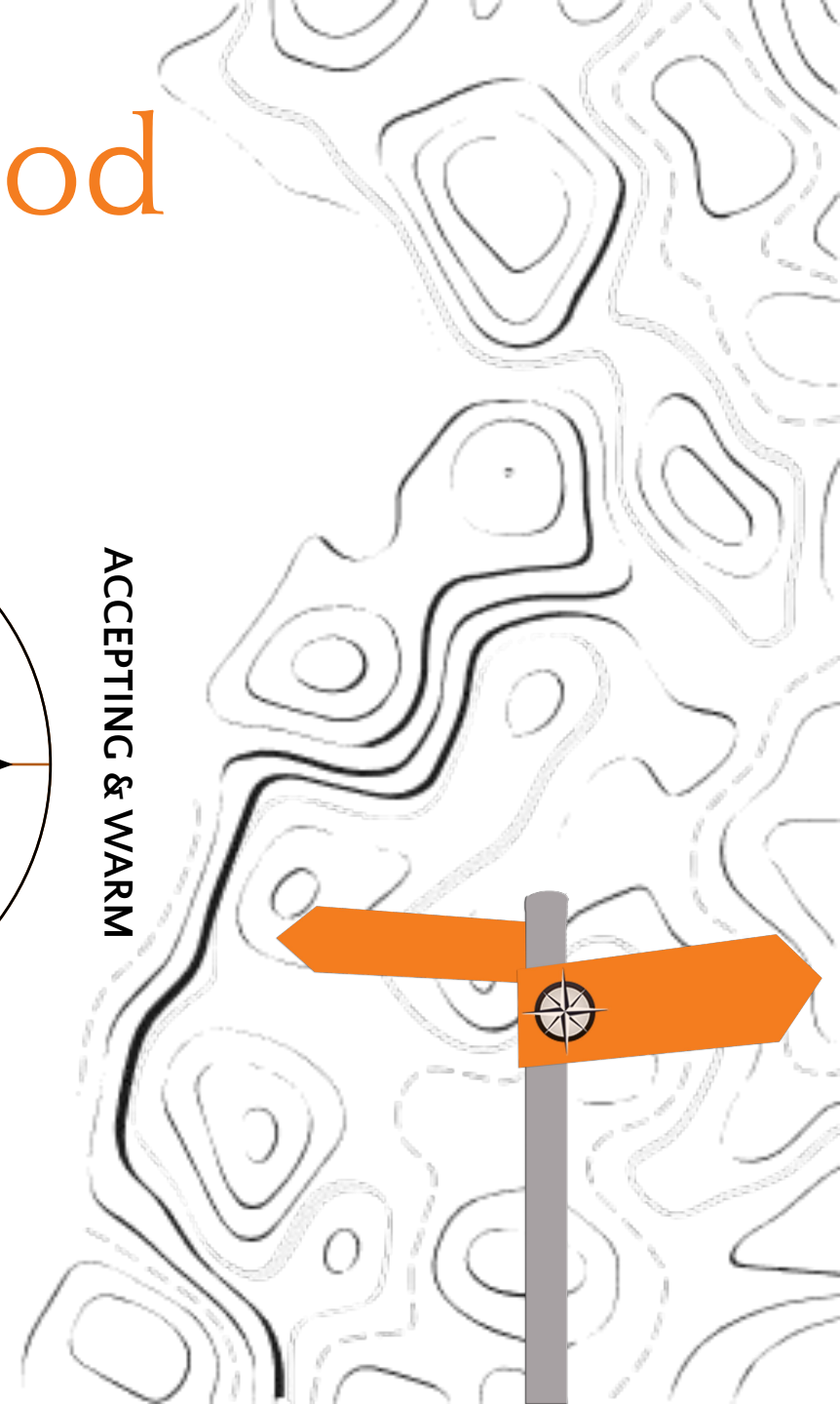
CAUTIOUS & REFLECTIVE

2.

QUESTIONING & SKEPTICAL



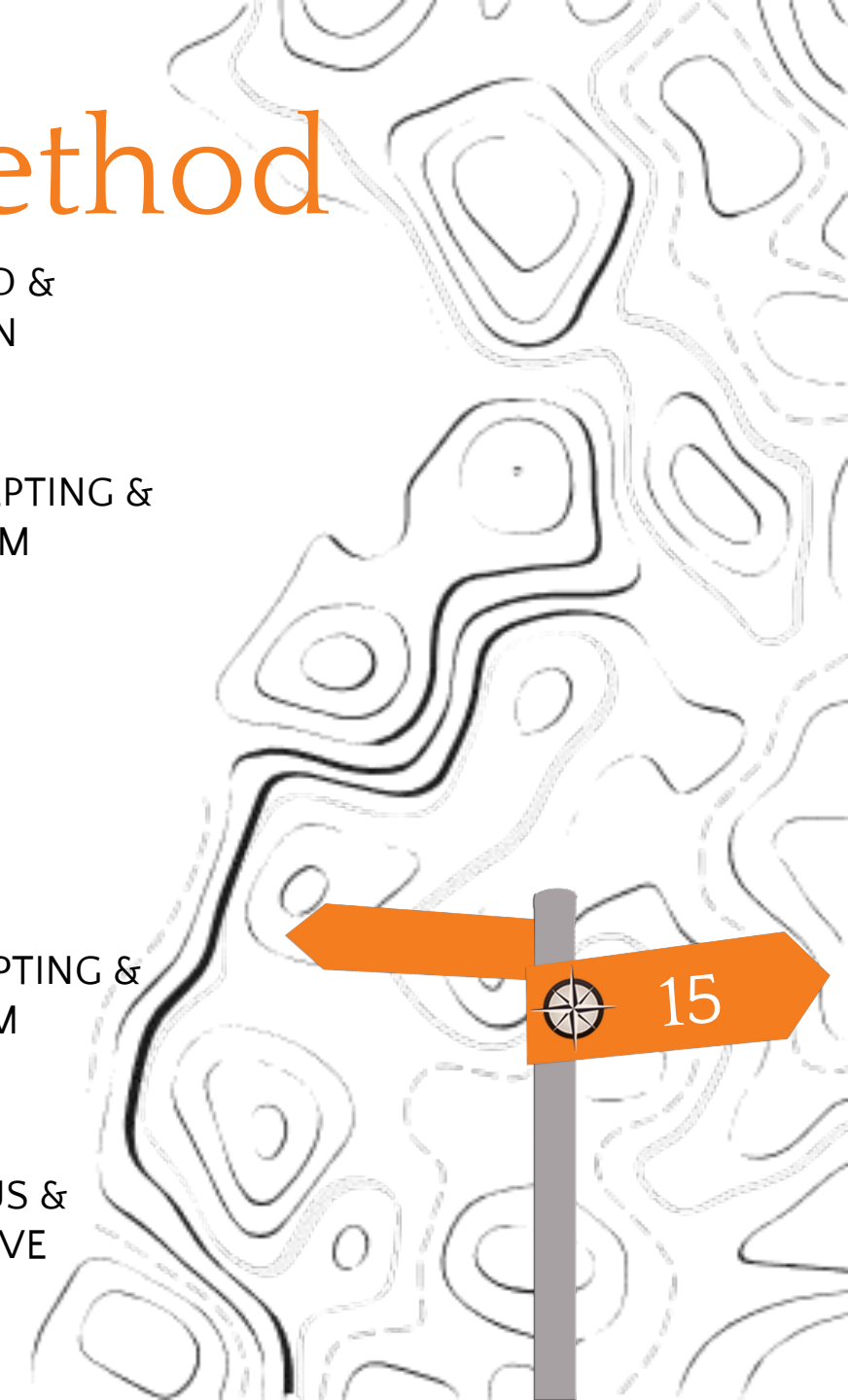
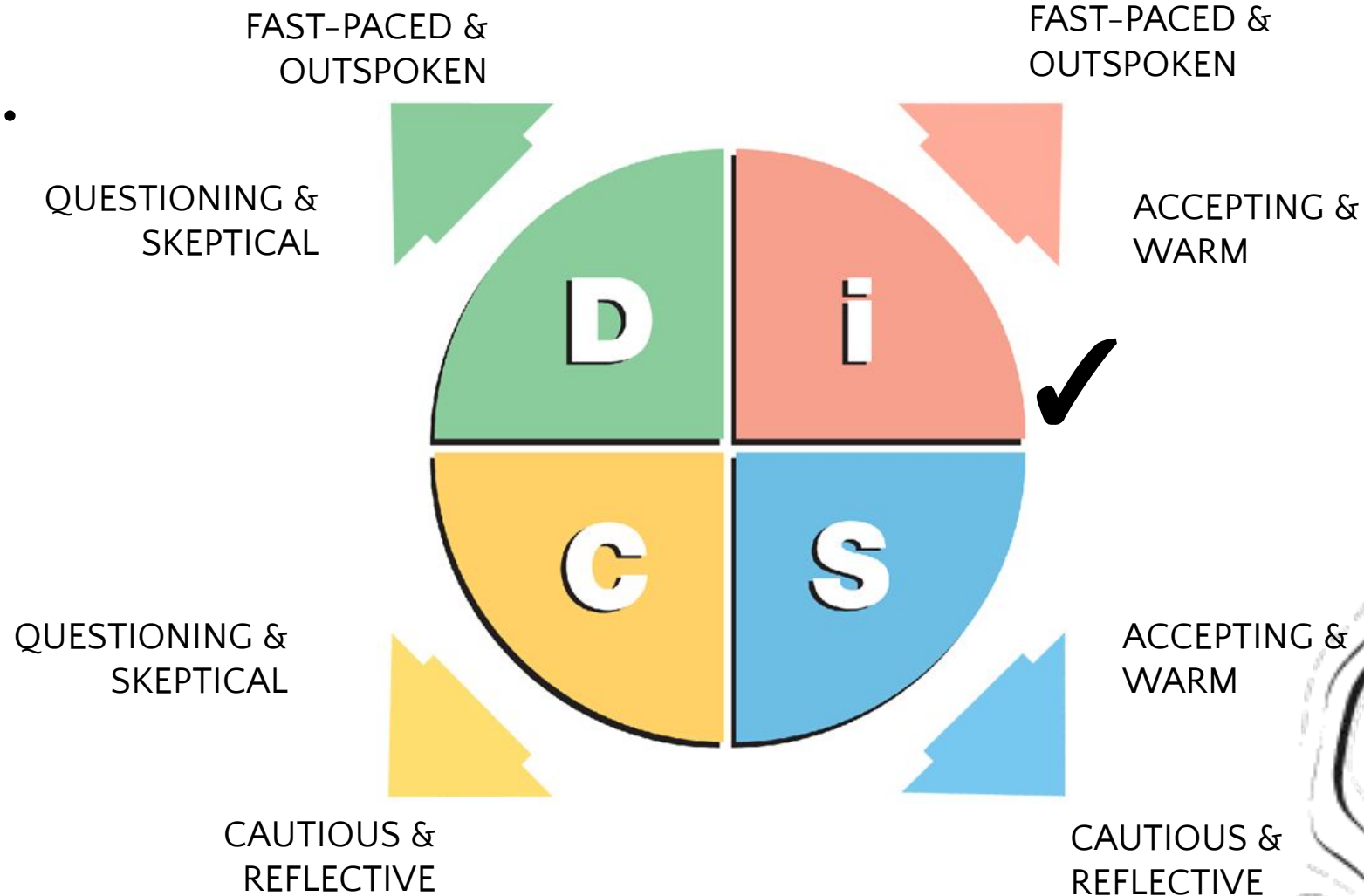
ACCEPTING & WARM



# People-Reading Method



3.

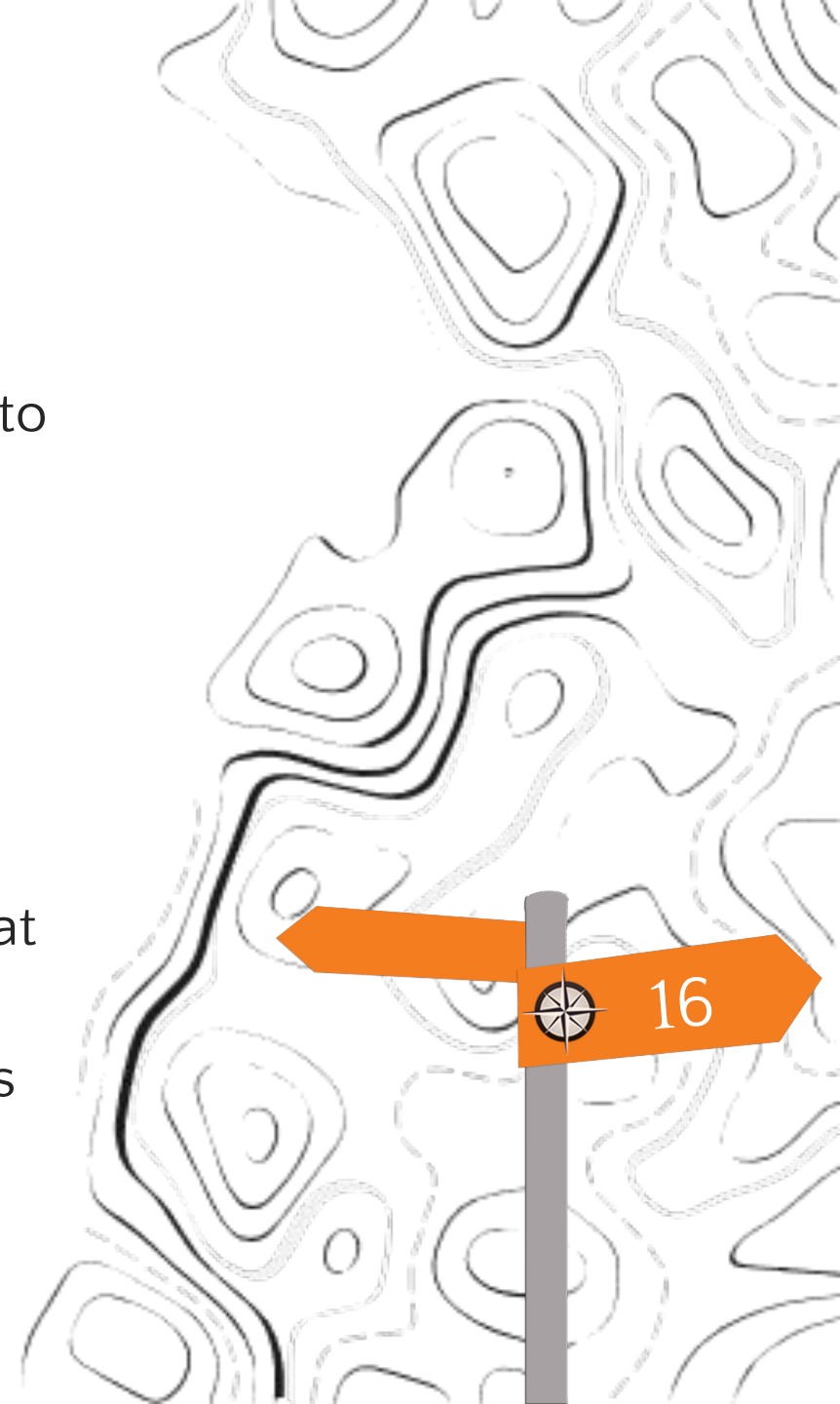




# Breakout Groups

You are in charge of an important initiative for your organization. It is going well but you see a clear opportunity to expand the scope a bit to have an even bigger impact and deliver even more value. To do so, you need more time and more money.

- You'll be randomly broken into 4 groups, one for each DISC style – 1=D, 2=I, 3=S, 4=C
- Based on your assigned style, how would you “sell” that request to the decision maker?
- Discuss, and assign a representative to share highlights when we come back to the main room







# Action Planning

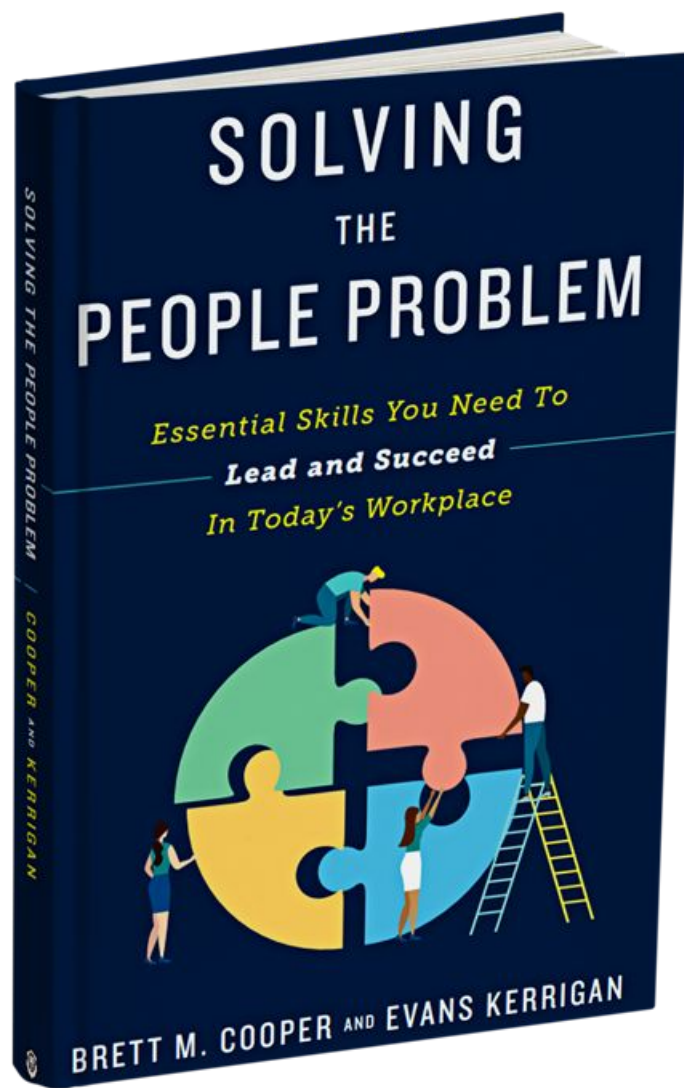
Think of someone you need to sell something to or that you deliver service to...

- What is the sale or service?
- What is the person's style?
- What should you consider about your approach based on their DISC style?
- When can you try it out?





# Wrapping up



A great resource to continue your growth past today

A multi-year project to capture the research and stories behind this work