



ACCELERATE®
The Center for Growth & Success
POWERED BY FCCS



EVERYTHING DiSC® SALES:

IMPROVE SALES RESULTS BY UNDERSTANDING
CUSTOMER DRIVERS

WHY

Sales are based on relationships.

"People buy from people they trust" is an established sales principle. Trust is earned when people see eye-to-eye through behaviors and communication. And that starts with self-knowledge.

Psychology tells us that we're more at ease with those who mirror our style. We turn toward people we think will understand our priorities and validate our own choices. So how comfortable are you with adapting your selling style to the way your customer behaves?

Everything DiSC Sales, a one-day interactive workshop, is an excellent way to help you learn more about yourself, your selling style, and the buying styles of potential and existing customers. You'll receive **The Everything DiSC Sales Profile®** which is a research-validated online profile assessment, that is sales-specific.

WHO

For sales teams, sales leaders, customer relationship managers, branch managers, loan officers. Those who are responsible for business development, and customer contact

HOW

- + Our experienced trainers work with your sales team to define their unique challenges.
- + This experience combines the online assessment with engaging facilitation and contemporary videos
- + You'll receive the newest DiSC Sales assessment, a research-validated style assessment to help you understand the buying style and sales drivers of your customers.
- + You'll practice interacting with different styles of customers
- + You'll have unlimited access to Everything DiSC Sales® Customer Interaction Maps, which are the perfect personalized cheat sheets to prepare for sales calls.
- + Our program can be half or full day sessions, or a series of instructor-led virtual sessions

Pre-Work: Complete the individual **DiSC® Sales Profile** (if you have not previously completed)



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AGENDA

Section I: Understanding Your DiSC® Sales Style (approx. 2 hours)

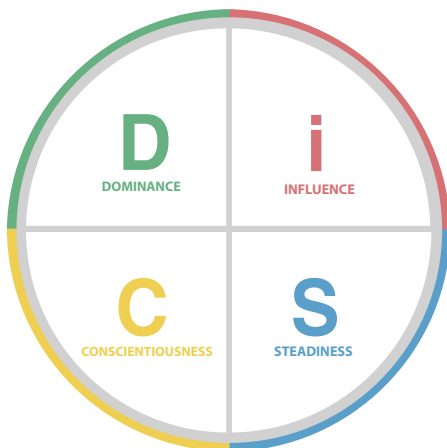
- + Discover the Everything DiSC® Sales Map
- + Identify the priorities and challenges of your sales style
- + Small group practice - different styles

Section II: Recognizing and Understanding Customer Buying Styles (approx. 2 hours)

- + Learn a process for placing customers on the Everything DiSC® Sales Map
- + Practice the customer-mapping process using your real-life examples
- + Explore the priorities that drive each customer buying style

Section III: Adapting Your Sales Style to Your Customer's Buying Style (approx. 2 hours)

- + Explore how failing to adapt can interfere with the sales process
- + Discover how to adapt for better outcomes with customers
- + Practice adapting to a specific customer
- + Develop a plan to improve sales interactions with this customer



Learning Objectives

- Recognize and understand the buying styles of customers to improve communication and understanding
- Adapt your style to connect with customers better - and close more sales
- Create customer-centric interactions that improve results

Participant Materials

- An individual DiSC® Sales Profile - 23-page report. A research-validated online profile assessment, that is sales-specific.
- Unlimited access to Everything DiSC Sales® Customer Interaction Maps, which are the perfect personalized cheat sheets to prepare for sales calls.

Program Investment

- Delivery fee: \$5,000 for up to 18 participants
- **DiSC® Sales Profile:** \$125 per person

Contact Us

Let's talk about bringing Everything DiSC® Sales to your organization. Please send an email to info@fccsconsulting.com.

Visit our website at fccsconsulting.com/leadership-development for a complete listing of the programs we offer.