

# *Selling by Colors*

## Interacting consciously and effectively with the different customers' behavioral styles based on the DISC® method

### ***Targets:***

The DISC® method is one of the world's best-known and most accredited behavioral studies. Based on studies by Carl Gustav Jung and William Marston in the 20th century, it assumes that people have different ways of dealing with the outside world and give different importance to relationships and feelings than to facts and results.

The training program aims to use the DISC® methodology to increase the effectiveness of relationships with customers, achieve awareness of their dominant behavioral styles and understand how to consciously interact with all clients' behavioral styles.

***Beneficiaries:*** Sales Representatives, Key Account Managers, Sales Engineers

### ***Program:***

- The current importance of the relational and technical aspect in the relationship with customers
  - The levels of Relationship and Content in the Communication according to Paul Watzlawick
  - The Extroverted and Introverted personalities according to Carl Gustav Jung
  - ❑ *Individual test DISC®*
    - The 4 behavioral styles of the DISC® method:
      - Dominance
      - Influence
      - Steadiness
      - Compliance
    - Description of the 4 behavioral styles
    - Strengths and weaknesses of each style
  - ❑ *Individual DISC® test (feedback on results and discussion)*
  - ❑ *"Guess my Style": group game*
  - ❑ *Group work: how to improve your communication effectiveness according to your behavioral style*
    - Recognizing other people's behavioral styles
  - ❑ *Plenary work: how to communicate effectively with every behavioral style*
- SELLING BY COLORS**
- Critical moments and key points at every sales stage
  - Behavioral styles and selling phases:
    - Needs Analysis: the right questions to the different styles
    - Effective Presentation of the solution to the various styles
    - Negotiate with different styles
  - ❑ *Role Plays: meeting a potential or active customer and implementing what we have learned*