



DiSC[®] Sales Strategies

Increasing Sales through Adaptability

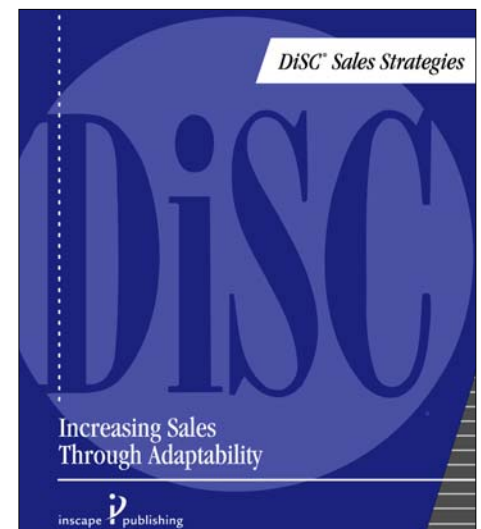
Gain the competitive advantage of DiSC[®] and improve the effectiveness of every member of your sales team. *DiSC Sales Strategies* helps both new and experienced sales people

- focus on customer needs
- enhance customer relationships
- develop competencies in a variety of selling situations
- reduce direct sales costs
- develop long-term relationships for repeat sales

Increase Sales Performance and Profitability

DiSC Sales Strategies can be used as a stand-alone program or as an addition to your current sales training to help sales professionals

- learn to position themselves and their products and services with the client's needs in mind
- understand how different styles influence buying and selling
- more effectively utilize their time and their customer's time
- create and maintain relationship-based sales



Flexible Format Adapts to Meet Your Needs

This six-module workshop can be facilitated in either two consecutive days or in one day with additional sessions scheduled over a period of time.

- Module 1: Increasing Sales through Adaptability
- Module 2: The Influence of Styles on Selling and Buying
- Module 3: Identifying Your Customer's Style
- Module 4: *DiSC*[®] Sales Strategies for Adapting to Your Customer
- Module 5: Practicing Adaptability: One-on-One Selling
- Module 6: Practicing Adaptability: Letters and Group Selling

Comprehensive Sales Training in One Easy-to-Use Program

The *DiSC Sales Strategies* program materials include

- Facilitator's Manual – a user-friendly guide with visual prompts, background information, and complete scripts for each module
- *DiSC Sales Strategies* Video – informational, skill-building vignettes
- CD-ROM – a color presentation and handouts for classroom use
- Participant's Guide – a comprehensive handbook of strategies for increasing adaptability

- *Personal Development Profile*[®] – a self-scoring instrument that identifies a salesperson's style
- *People Reading Card* – a tool that provides a quick reading of a customer's behavioral style
- *DiSC Sales Action Planner* – a process for developing a helpful profile of each key customer's buying style

Inscape Publishing

The power to transform individuals, teams, organizations. Inscape pioneered the original *DiSC* learning instrument over three decades ago. Today, we continue to create innovative products and services that inspire, energize, and empower individuals. Available in 21 languages in over 50 countries, our extensively researched, time-tested resources create the opportunity for transformational experiences. We have helped more than 40 million people develop a deeper understanding of themselves and their relationships, discover their potential, and realize greater success.

Christine Schneider Smith

CASS Enterprises

P. O. Box 196

Fremont, Ohio 43420-0196

419-332-9603/1-800-332-2773

cass@cros.net