

DiSC Guide to Understanding Other People

Dominance

- **Priorities:**
 - Results
 - Action
 - Competency
- **Is bothered by:**
 - Wasted time
 - Small talk
 - Too many details
 - Indecisiveness
 - Lack of control
 - Challenges to their authority
- **Trusts:**
 - Confidence
- **Strategies for Working With "D":**
 - Use a confident and non-nonsense approach
 - Get to the point
 - Give them options and a sense of control
 - Convey respect for their authority
 - Show a desire to help them get immediate results
- **Emphasize:**
 - Immediate outcomes
 - The bottom line
 - Efficiency, ease of use
 - Profits, savings

influence

- **Priorities:**
 - Enthusiasm
 - Action
 - Relationships
- **Is bothered by:**
 - Dry or dull analysis
 - Too many details
 - Cold or detached people
 - Loss of approval
 - Negativity or pessimism
- **Trusts:**
 - Openness
- **Strategies for Working With "i":**
 - Use an upbeat approach
 - Give them a chance to tell their stories
 - Be open to disclosing personal information
 - Show empathy for their concerns
 - Demonstrate how your offering helps other people
- **Emphasize:**
 - Testimonials
 - Ease of use
 - Exciting opportunities
 - How to make them look good

Steadiness

- **Priorities:**
 - Sincerity
 - Relationships
 - Dependability
- **Is bothered by:**
 - Pressure
 - Pushy people
 - Uncertainty
 - Unpredictability
 - Sudden change
 - Conflict
- **Trusts:**
 - Kindness
- **Strategies for Working with "S":**
 - Use a casual and low-pressure approach
 - Show warmth and sincerity
 - Present information in a step-by-step manner
 - Allow them space and time to process information
 - Provide reassurance
- **Emphasize:**
 - Ongoing support
 - Examples from the past
 - Stability and security
 - Warranties, service plans, and guarantees

Conscientiousness

- **Priorities:**
 - Quality
 - Competency
 - Dependability
- **Is bothered by:**
 - Emotional or illogical people
 - Personal questions
 - Overly enthusiastic presentations
 - Pressure
 - Emotional appeals
- **Trusts:**
 - Expertise
- **Strategies for Working with "C":**
 - Use an objective approach
 - Go through details
 - Have evidence to back up your claims
 - Use logic to connect your solutions to their problems
 - Give them a chance to show their knowledge
- **Emphasize:**
 - Quality, high standards
 - Your expertise
 - Logical reasons
 - Evidence of reliability



Which box more accurately describes the person on the phone?

Forceful
Loud
Lively
Very few pauses
Self-assured
May be emotional



Moderate
Soft-spoken
Quiet
Long, frequent pauses
Uncertain or indirect
Cooperative
May be unemotional



Which of these boxes more accurately describes him or her?

Impatient, brisk, argumentative
Is to the point, directs conversation
Seems restless, interrupts, gives little detail
Asks about goals, wants to know what it will do for him or her



Charming, warm, enthusiastic
Talks about self, tells long stories
Seems excited, is interested in others
Asks long questions, wants to know how product or service will bring success

Which of these boxes more accurately describes him or her?

Calm, agreeable friendly
Is cooperative and helpful, may seem uncertain
Seems relaxed, goes slowly, explains fully
Asks "how-to" questions, wants to know what will change and what support will there be



Quiet, cautious, controlled
Is indirect, makes little small talk, may not joke
Seems distant, gives facts and logic, goes step-by-step
Wants detail, asks "why" questions, gives little information

Dominance	influence	Steadiness	Conscientiousness
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