



Sale A to Planner

*DiSC[®]
Sales
Action Planner*



**Increasing
Effectiveness
in Sales and
Service**

Re o de t Na e
Su day, Se te ber 25, 2 5

T re ort roved by:

**FORTUNA INTERNATIONAL
LIMITED**

LEADING PERFORMANCE IMPROVEMENT



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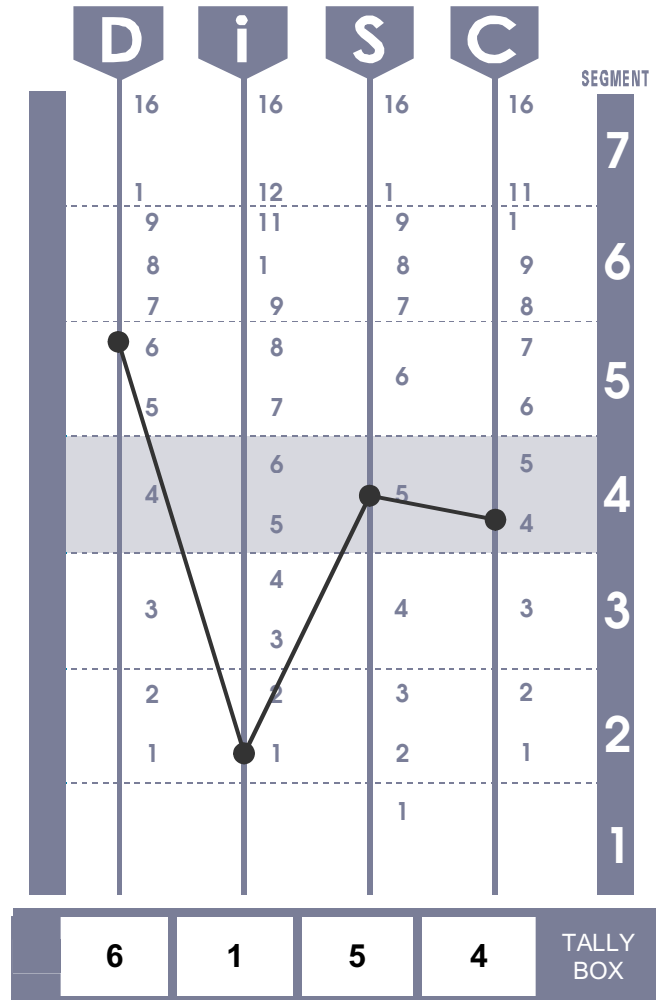
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Paul' D SC® Profile

Below the DSC® Graph at how Paul' behavioral role as you described your own traits.



PROFILE DETAILS	
First Name:	Paul
Last Name:	M Leod
Gender:	Male
Position / Title:	Divisional Marketing Manager
Organization / Company:	Lowland
Focus / Trait:	Relationship-oriented

Be a verbal Style Motivator

The chart below provides a list of words, phrases, and sentences for each DSC® style to help you better understand Paul. Highlight the DSC style based on your response to the added box. Repeat your understanding of Paul by filling in the word you feel best describes. The use of the phrases provided to illustrate to your product or service at will allow you to be more likely DSC style.

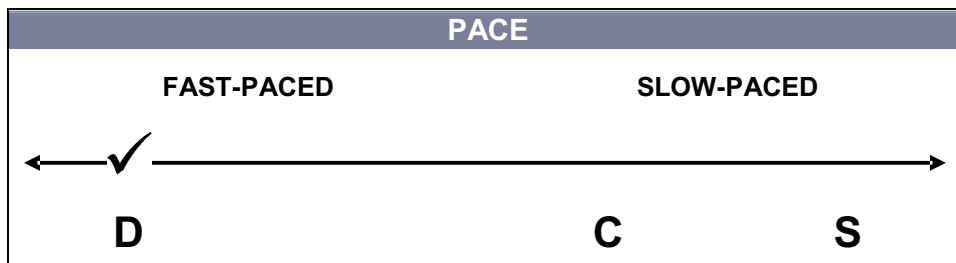
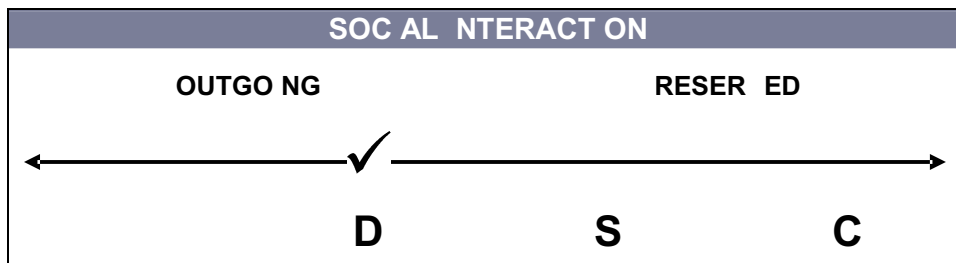
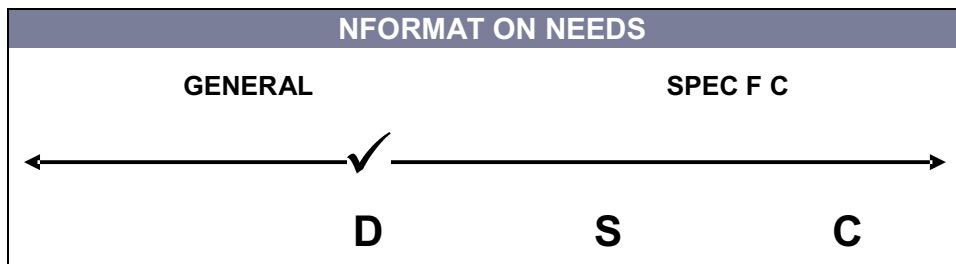
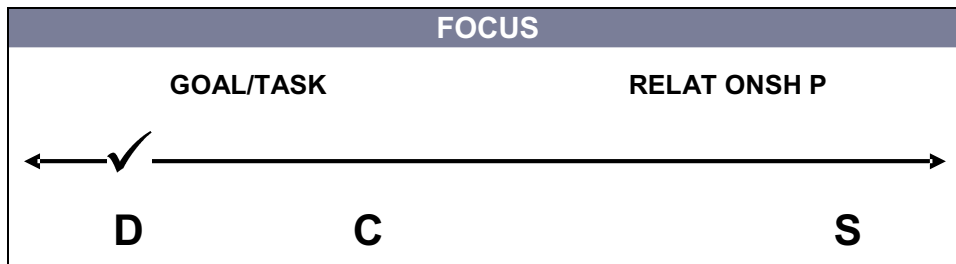
<p>D DOMINANCE</p> <p>H GOAL Drive Result; control</p> <p>H FEAR Drive Loss of control or evro e t; be take advantage</p> <p>H BASIS FOR BUYING (Decision - Making) What the product or service does or</p> <p>General STRATEGY FOR SELLING To H Potential result of our product or service</p> <p>Your Product/Service' BENEFIT To H</p> <p>_____</p> <p>_____</p>	<p>I INFLUENCE</p> <p>H GOAL Drive People involve e t; re o t o</p> <p>H FEAR Drive Re e t o ; lo o a roval</p> <p>H BASIS FOR BUYING (Decision - Making) Who u your product or service (a d w a t t e y a y a b o u t t)</p> <p>General STRATEGY FOR SELLING To H The product or service' "a eal to eo le"</p> <p>Your Product/Service' BENEFIT To H</p> <p>_____</p> <p>_____</p>
<p>C CONSCIENTIOUSNESS</p> <p>H GOAL Drive Accuracy; order</p> <p>H FEAR Drive Critical error or a e; la k o t a d a r d</p> <p>H BASIS FOR BUYING (Decision - Making) Why the product or service a lo a l v e t e t o r</p> <p>General STRATEGY FOR SELLING To H "Track record" of the product or service</p> <p>Your Product/Service' BENEFIT To H</p> <p>_____</p> <p>_____</p>	<p>S STEADINESS</p> <p>H GOAL Drive Security; stability</p> <p>H FEAR Drive Sudden a e; lo e u r t y</p> <p>H BASIS FOR BUYING (Decision - Making) How the product or service will el t a b l i z e o d t o o r</p> <p>General STRATEGY FOR SELLING To H "Support" provided by the product or service</p> <p>Your Product/Service' BENEFIT To H</p> <p>_____</p> <p>_____</p>

Adaptability to Diverse Style

The ourure be avoral tyle ex to o arative o t uu wt ea ot er. T e our be avoral te de e ale llustrate t e de ree o ada tato t at requred ore etve o u ato a t ey at your re o e to Paul' be avoral tyle.

Paul' tro e t be avoral tyle (.e., e t lott o t) arked wt t e ✓ y bol.

you ave o leted your ow **DSC® Profile**, lot your e t DSC tyle o ea o t e our ale wt a "X." T e de ree o d ere e d ate ow u you will eed to ada t to o u ate wt Paul o ort zo e.



Su e t o r t e r a t o

Paul' t r o e t b e a v o r a l t y l e (.e., e t l o t t o t), b a e d o y o u r r e o e , o w t e a d e d o l u . W e d e v e l o y o u r **A t o P l a** (a e 6) o r , r e v e w t e u e t o r o v d e d b e l o w o r e a a r o a t e a l e r o e .

	D STRONGEST		S	C
▼ Pro e	Do a e	lue e	Stead e	Co e t o u e
PLANN NG: Fo u o –	Goal o o t r o l o v e r e v r o e t .	How your r o d u t o r e r v e r e a e l u e e w t a d a r o v a l b y o t e r .	St e -b y- t e a r o a o r a t a t a b l y w l e r o v r e u l t .	P e r o r a e r e o r d o y o u r r o d u t o r e r v e . B e l o a l , a u r a t e , a d e .
OPEN NG: To u t a t e a e –	L t o a l z . G e t t o t e o t . R e l a t e t o t e o a l o r e u l t .	B e a u a l a d r e d l y . R e l a t e t o e e l o r a r a t o .	B e o r a l a d l o w r e u r e , b u t e t o d a l .	G e t t o b u e w t l y , b u t t a t u l l y . D o ' t v a d e " a e ." L e t b e t e e x e r t .
NTER EW NG: Be –	R e u l t -o r e t e d . F o u o q u e t o t a t u r a e o e r o r d e r e d r e u l t . A t a t e W H A T q u e t o .	E t u a t . A k o e - e d e d q u e t o t o r e v e a l o t v a t o . A t a t e W H O q u e t o .	S e r e . F o u o q u e t o t a t d e o t r a t e o e r o r t a k a d r e l a t o . A t a t e H O W q u e t o .	B u e l k e . A k q u e t o t a t a l l o w t o e x r e k o w l e d e , t r a t e e , a d a r e e o . A t a t e W H Y q u e t o .
PRESENT NG: e a t u r e a d b e e t –	E a z e e e y , a v , a d r o t .	E a z e o w e w l l a v e e o r t a d l o o k o o d t o o t e r .	E a z e o w e w l l a t a a r e d t a b l e a d a r o o u e v r o e t .	E a z e t e a u r a y , l o , a d q u a l i t y o t e o l u t o .
RESPOND NG TO CONCERNS:	A e t b l u t e . S o w y o u r d e r e t o e l a e v e a d d e d r e u l t .	R e o d t o e e l o r d o u b t w t e a t y . U e t e t o a l o o t e r ' u e .	A k o w l e e e e l . O e r o o u o r t . M a y e e d t o r o b e o r r e a l o e r .	R e o d w t o r a t o t o o t r e q u e t o . R e o r e l o , r o v d e e v d e e t o r e a u r e .
G A N NG COMM TMENT:	P r o v d e o t o . A l l o w t o a k e t e d e o . M a k e d r e t l o e .	U e a u b e a t a r o a . P r o v d e d e a o r l e e t a t o . U e a u e d l o e .	S u o r t d e o b y r o v d t e -b y- t e a t o . S e e k a r o t e t w t o u t u .	A k o w l e e d e a d o r l o a l a t o . C l a r y r o r t e . U e d r e t l o e a t e r t e o r o d e r a t o .
SER C NG: H e w l l e x e t –	E e y a d d e l v e r y a d u e d . F o l l o w u w t e v d e e o r e u l t .	A t o t o a r e e o r t o r o l a t o . B e r e o v e , o r a l , a d o e y o u r d e a l .	P e r o a l a t t e t o , a v a l a b l i t y , a d r e e a t e d , e d u e d o l l o w - u t o a u r e t a b l i t y .	S e a u r a e o r r e l a b l i t y . R e v e w e r o d a l l y , v e r b a l l y a d w r t .

Sale A to Pla

PLANN NG: Give Paul' DSC tyle o be av or, w at are o et you u t ake ure you do a d avo d do ?

OPEN NG: How u a d w at k do tera to o ta ro rate to u ew t ?

ENTER EW NG: W at que to w ll you a k to o r er o al a d or a zato al " ot butto " ?

PRESENT NG: W at are o ee e tve eature a d be e t tate e t you ould u et at w ll t Paul' be av oral re ere e ?

RESPOND NG TO CONCERNS: W at are o elkely o er (.e., obe to , ear) e ay ave a d ow a you redu et e ?

GAN NG COMM TMENT: W at lo a roa lkely to be o te e tve or a a o t e t ro ?

SER C NG: W at erv e ex e tato Paul lkely to ave a d ow a you e e tvely re o d ?

WHAT DID YOU LEARN FROM YOUR MEET ? How did you improve your ext o ta t w t Paul?

PLANNING: Was Paul's DSC® style o be avort e a ea t wa t e r t t e you lled out t e ro le? ot, w at ave you ow o luded a tual tyle?

OPENING: How wa t e o ort level betwee you? W at a e ext t e ould rea e t o ort level or ea o you?

INTERVIEWING: W at " ot butto " were d owered? W at are o e ot er que t o you t a k dur your ext eet ?

PRESENTING: W at eature a d be e t tate e t worked out? W at are ot er tate e t to try out ext t e?

RESPONDING TO CONCERNS: W at were Paul' a o er ? W at re o e ould you ake ext t e t at t at y t e e o er ?

GAINING COMMENT: Dd you try to lo e w t ? ye , w at were t e re ult ? W at trate y w ll you u e to el Paul de de t e ext t e?

SERVICES: How do Paul' " ot butto " eed to be erv ed your ollow-u to t eet ? W at re ult a you buld o to ex a d or tre t e your work relat o w t ?
