



How to SELL Much Better Using Our SALES Assistant Solution Using DISC & Other Personality Frameworks?

TOPICS Discussed

- **About this Article?**
- **How SALES People Actually Utilize Personality for Better SELLING?**
- **How we can Understand Personality?**

- **Examples of Personalities based on DISC Framework and Predictions For Better SALES:**

Below is a breakdown of common personality traits

What are Sub Categories in DISC Framework

- **D Personality Types: Captains, Drivers, Initiators, Architects**
- **I Personality Types: Influencer, Motivator, Encourager, Harmonizer**
- **S-Personality Types: Counselor, Supporter, Planner, Stabilizer**
- **C Personality Types: Editor, Analyst, Skeptic, Questioner**
- **How one can Make a with the CUSTOMER using the above DISC Model & our SALES Solution?**
- **How to Improve your PITCH Using Our SALES Solution?**
- **How to best present PRICING using Our SALES solution?**
- **How to best handle OBJECTIONS in SALES Much Better using our Solution?**
- **How to better UNDERSTANDING PROSPECTS using Our Reports**


- **How to SELL with CONFIDENCE & CONVICTION ?**

APPENDIX

- **How is Personality judged and used in SALES Situations Frequently**
- **Basic Framework(9 personality types)**
- **More Advanced Framework(DISC)**
- **Below is a breakdown of COMMON PERSONALITY traits within each of the categories in DISC.**

About this Article?

- **This article Looks into how simply Knowing the basic Nuts & Bolts & Subtle Nuances of the customer personality- we get a definitive edge In the SALES Process.**
- **Helping the SALES to over 30% or more based on Adaptive SALES Research based Real Life results!**
- For personality Analysis DISC personality assessment Framework & our Proprietary Personality Framework is used for best Results!

- The inputs to our Solution to Generate Customer or client reports, is simple LinkedIn link  !That's all!
- The article also looks at the basic components of SALES Process like connection to the customer , customer personality, communications or negotiations are ALL helped significantly by use of our SALES Assistant solution , and enhance SALES Naturally!
- It looks at how our SALES Assistant solution helps you to get a highly personalized personality identification of core needs of the client , better connection with the client, plus tells you how to price adjustment, or how to best do negotiations or presentations to the client for BEST Results in SALES.
- **At the end of the day One Naturally Does More SALES! 😊.**



How SALES People Actually Utilize Personality for Better SELLING?

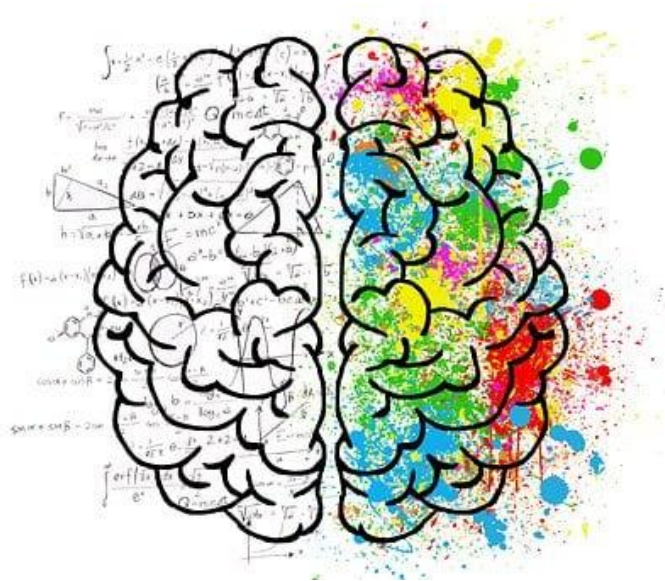
- **Now due to the social media growing, every customer has several inputs in regards to a Product or a Solution/service.**
- **As more people approaching them for same thing than earlier. This adds to the challenge of cold calling or connecting directly to customers or even Emailing.**
- customers want the best sales experience and earning trust at the earlier could always help to ramp up on the sales.:)
- **Now mostly sales is perceived as a statistical numbers game.** So sales people tend to send maximum mails or say meeting request- with the same kind of content or strategy in all mails! Without

a customization as per the customer personality or needs.

- so as a result the response from the prospects is not so encouraging.
- so this generic approach is NOT fruitful where maximum numbers of mails with low connection to the inner self of the end customer is less.
- **On the contrary usage of more focused approach as Our Solution Enables you with, naturally resulting in Right kind of conversations, Trust and Empathy or Consideration at the professional level is bound to get much better results. so Human connection is Effectively happening.**
- as we know sales has a relational aspects as well, not only trying with high numbers.
- so the pitch or conversation could be made more personal, relevant and focused than others. It is here where our solution helps.
- personalization in approach could be better done using AI here. where the core motivations of the customer, the ways of connecting or interacting, the core behaviors and traits are found to quickly create highly effective messages.
- as if we have a handle on the personality, we know how to best excite the customer. why for certain

mailers or mails the response is good or bad. how to create sustained interest of the customer.

- we talk about personality below



How we can Understand PERSONALITY?

- **The way we get to know about others Personality is either by (i)Deeper Emotional Interactions Or (ii)Say going through the Formal Tests. Now both these two approaches are not possible practically . ☺**
- So our solution helps you to know about people, whom you have never met or interacted before. or even if interacted, you get information much beyond you may know.

- So our technology uses Public data available for the person say from LinkedIn, making use of powerful algorithms machine learning and AI.
- Once the personality is identified one can improve on the relationships or improve upon the connection nor connect with more empathy etc. The overall is a better outcome.



Examples of Personalities based on DISC Framework and Predictions For Better SALES:

- **We use the DISC and Our Proprietary frameworks for a vast array of Personality types.**
- But core of it is DISC Framework .
- DISC framework was developed by William Marston . he is known as the Father of DISC Theory, he is also known as an academician, a philosopher, a lawyer,

a psychologist, a writer, and an advocate for women's rights.

- Sure, the so DISC Framework is divided into 4 categories
- **D (dominance),**
- **I (influence),**
- **S (steadiness),**
- **and C (conscientiousness).**



Below is a breakdown of common personality traits

What are Sub Categories in DISC Framework



D Personality Types: Captains, Drivers, Initiators, Architects

• Motivated by control over the future and personal authority

- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly

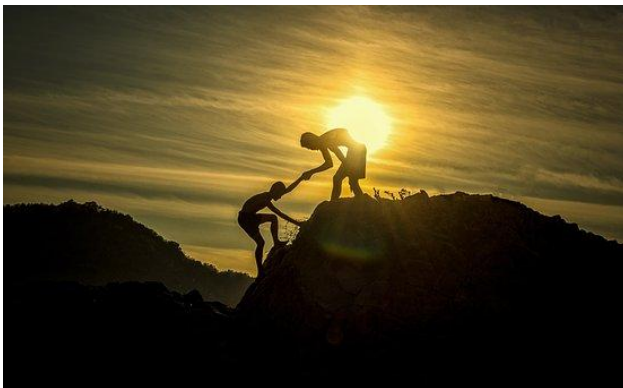
Captains, drivers in any situation, the initiators, and architects tend to favour immediate deliveries, go for tangible outcomes and having an advantage over competitors. They are driven by control over the future and want personal authority.

- They have to Express yourself concisely and clearly



I Personality Types: Influencer, Motivator, Encourager, Harmonizer

- **Driven by fresh, original, and creative ideas and inspired by the future**
- Preferably builds new connections and encounters
- Use informal, expressive communication



S-Personality Types: Counselor, Supporter, Planner, Stabilizer

- advisor, motivator, planner, and stabilizer

- Driven by a desire for harmony, safety, and the welfare of others; predisposed to favor security, dependability, and trust; and capable of friendly and sincere communication



C Personality Types: Editor, Analyst, Skeptic, Questioner

- Editor, analyst, skeptic, and questioner; driven by logic, information, and problem-solving; tends to value quality above quantity in information and solutions; Be factual and businesslike in your communication.
- so with a good idea and delineation amongst personalities one can know what exactly the customers are wanting from within.
- what is the best handle to communicate to get the best results while the customer is buying.

- so the basic tools or handles of sales process like communication type, pitch and planning could be made more effective for much better results.
- so sales are not only by numbers but by quality and value as well.
- Helps you in selling much better and connect more deeply with the customers. The Human inner connection makes the difference.



How one can Make a better CONNECTION with the CUSTOMER using the above DISC Model & Our SALES Solution?

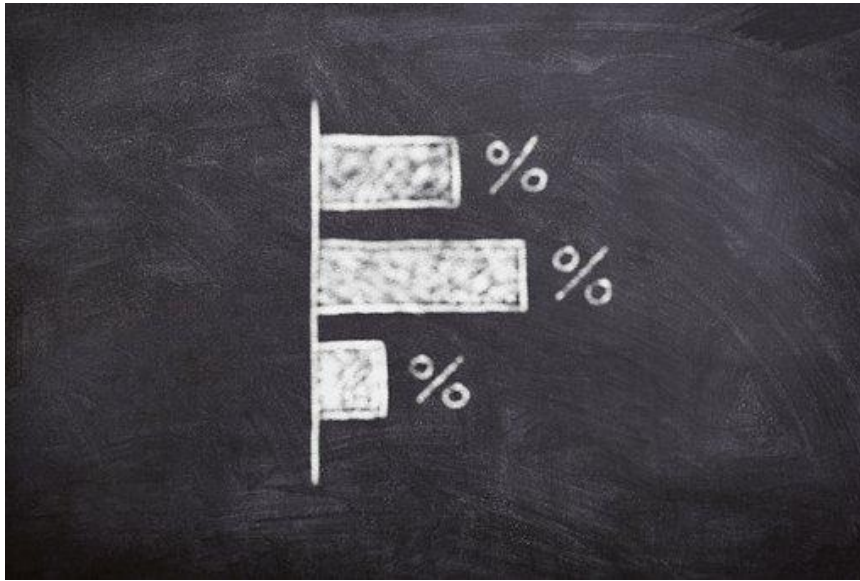
- **As the saying goes the first impression is the last impression. ;) so our KMYC/SALEs assistant solution tells you all about this.**
- so with a more Imagination driver or creativity driven I type people. they would love to connect

more emotionally, hear various things from you and would enjoy optimism. So connection to them initial is needed than directly getting to business'. Avoid getting too particular about any talk.

- for a **C type** personality type is ready with questions and detailed logic on whatever you sell to them so as to get the best response.
- so also say **S type** people, who could be little more reserved or say introverted at times- need a more step by step approach to solve matters. let their time and work space get the due value so that step by step they start accepting you. They may not want to connect to more internal matters right from day 1 .
- so also our solution goes **Much being S type, I Type and C type etc**, giving a infinitely more accurate and well defined results for the personality profiling & Highest ROI is available with us and no where else !They would also love the optimism or how in creative ways you solve problems.
- A warm, people-oriented Supporter (**S Types**), for instance, is likely to be adept at organization, but they may need to experience functioning independently of others.
- While a **Captain (D Types)** may need to practice asking for assistance when necessary, they tend to operate alone by nature. by being aware of your

personality type, as well as your prospective advantages and weaknesses.

- The **C-types** personality may not like surprise and would love your showing due value to their schedule. They could be reserved so getting them out to value you or your solution could bring in great results.
- The **S Type** who are say more intellectually oriented and so also thoughtful with basic tolerance . so step by step connecting on first asking them more mundane questions for weather of the day and respect for their discipline or schedule could bring out much better results. so also be wary of a tone that is more than average aggressive or strong enough for maximum success.
- They may not like personal questions at times which may not be needed
- **so over all the above suggestions help you make a great impact, much more effective communication and you go as a winner forwards.**



How to Improve your PITCH Using Our SALES Solution?

- The game is about to establish a rapport so as to get deeper into a relationship with a customer.this helps in much better sales as such.
- so the solution helps you to be more effective and make a much better impression. so for various kinds of personalities the software tailors the pitch exactly to fit in the same.
- say some one loves more ideas **I type** - so more of creative pitch helps and catching their imagination with new ideas.
- but on the other side if more aggressive and dominant **D- type** is there- then how your solution competes with competition or how well your

customer could do well in the competition is important to be emphasized for maximum success. They may want to know the solution to deeper levels before that get down to business with you.

- if say the person is **C Type** or more on data. so graphs and logical explanations on what your solution has done in the past or could do are much needed for success. clarity of purpose would help and so also follow the schedule discipline well.
- **caring S-type** : so also if the other person is more caring or supportive type. so suggest in the pitch how your solution brings in more safety and care to their system or place. may be connection at emotional personal level could help. Making a both ways emotional connection would help. They may not prefer a transactional yes no approach.
- so as we can see it gets very important on what you say after you say hello. this helps to foster bonds for a long term connection or relationships. This could help the sales happen.
- **So it's important for the sales person to understand the inner side of the customer to closely understand the customer or the prospect and manage the pitch as per the personality type for maximum success. :)**



How to Best present PRICING using Our SALES solution?

- **As we know ,Pricing is critical and the tradeoff of when to ask it is critical for success. Too early or too late paradigm has to be avoided.**
- so different people or personality types have different way to respond to the question of pricing. so if we are better prepared we can hit the bulls eye more accurately.
- They being direct and assertive types and would prefer clarity on pricing much earlier than others. so also the price as it is , than any frills should be presented to them for maximum ROI
- **The I Types** are more emotional and may tend to delay asking for pricing. so also if the pricing is emotionally appealing to larger set of people it

would work out well. being more creative, so may not love the numbers game :) much in pricing.

- **The S Types** may prefer stability and security. so they would generally tend to ask for price when a rapport is established. Their comfort & trust has to be higher before they progress . once they are convinced that your solution is stable and secure they have a higher chance to buy it.
- so also they need insurance type things for products or solution or services that help them in SOS situations. they should not be compelled for decision making as such.
- **C-type** is more on the data and would like more focus information in regard to pricing. So also pricing details, so does logical breakup of why you came up with the price has to be there with reason for maximum success.
- **So when you know how to talk about pricing , so you know how for each customer or prospects you can make your end customer more comfortable with the issues of pricing. so over all making your journey smooth.**



How to best handle OBJECTIONS in SALES **Much Better using our Solution?**

- **SALES Objections are very Natural in the Sales Process.**
- **People may not easily believe you, they could be skeptical for various reasons, or they could be too much into their work or stress to decide or they may not be clear**
- on whether to say YES or NO :) etc.
- So if we can figure out proactively on what could be the causes for the other person not to accept things - would be a definite advantage!
- **So going simplistically by the DISC approach,**
- **The D type may look for better control and command over the solution or product. They may also want to be comfortable using it. so over all**

flexibility in terms and costs for more duration would help to sell them better.

- so for to Handle the D type one can address their concerns.
- so giving them some flexibility and control over the solution you provide plus in the deal, plus full details of the deal would help one to get the deal through easily.
- The next is the **I-types** who would be more creative and lateral thinkers. who may come up with expectation of new kinds of features or features that are not there. they need positivity at your end.
- so also they would expect the product or solution to be emotionally or socially appealing one. so simple solution is raising their imagination and optimism by success stories. plus impact of your product and solution on family or social terms.
- The thoughtful and investigative **S-type** may go deep and want to know about the correctness of their decision.
- They could also go more by research approach like data not sufficient, or say examples or case studies not good enough or proof of things not much. Or say the product or solution is not great enough. so they are more proof demanding and need more time before they can respond considering their alternatives.

- The reserved and a bit confused at times **C-type** may look for more security buffer for the product or solution you provide.
- so also details of the project or solution or even cost. the ease of managing the product or solution.
- A good preparation to address this problem would help you. they would love a methodical schedule or plan to roll out the product or solution. They would also need more proofs or data based information to convince them about security and pricing.
- **So over all using this customer information helps one to more easily glide through the SALES process. ☺**



How to Enhance UNDERSTANDING PROSPECTS using Our Reports

- **You can have unique insights and Understand Prospects using Reports we create for you.**
- **The reports are a highly Accurate, Detailed and can be shared**
- More customized or specific reports could be offered
- **The Best way to understand, communicate or negotiate with your prospect is given**
- So the Reports help you to understand the nuts and bolts of the personality of your customer and how best to communicate or sell to get maximum sales results!
- So be it any situation wither connecting to the customer first time or latter or even addressing a full team or group of people Reports can guide you a ton.
- **The reports help you to communicate better & align much better with your prospects needs,wants etc.**



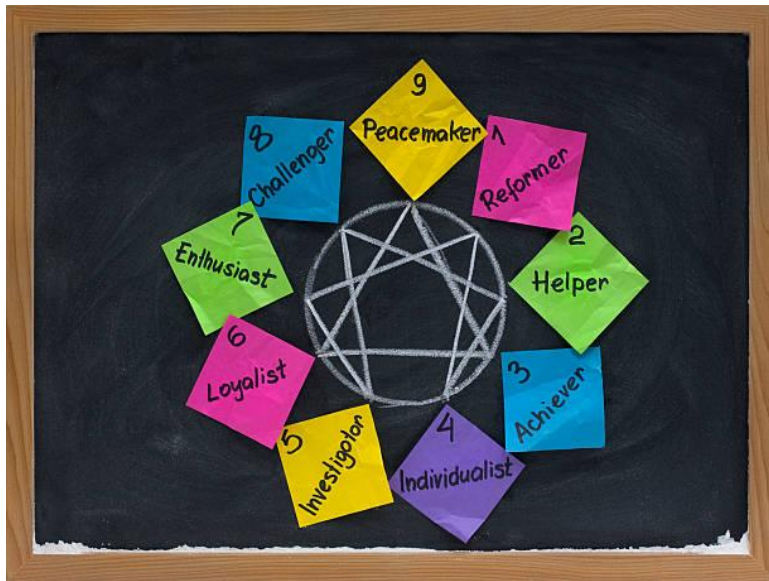
How To SELL with CONFIDENCE & CONVICTION?

- If we try to parameterize or categorize customers each has his traits, attitudes towards products or solution, way of talking and doubts in general.
- **So with a customized approach to sales one can increase the hit rate. so once you know the nuts and bolts of what kind of talk your end customer like, mails, or demonstration or Negogiation , you can come out with Flying colors.**
- Our powerful reports provide any sales person with keen insights and suggestion on how to best deal with their customers for more stability, success and gains.



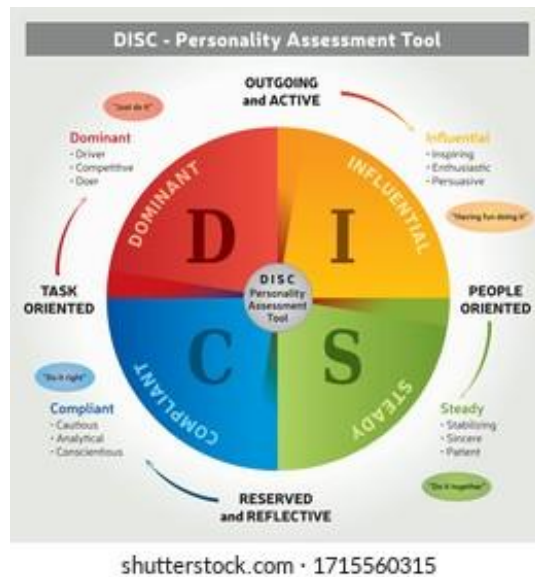
APPENDIX

How is Personality Judged and used in SALES Situations Frequently?



Basic Framework(9 personality types)

- **Reformer, Perfectionist**
- **Helper, Giver**
- **Achiever, Performer**
- **Individualist, Romantic**
- **Investigator, Observer**
- **Loyalist, Loyal Skeptic**
- **Enthusiast, Epicure**
- **Challenger, Protector**
- **Peacemaker, Mediator**



More Advanced Framework(DISC)

- A proven Framework Is **THE DISC Assessment**
- A-bioanalytics.in uses the DISC personality assessment for all of our software as or solution.
- It is supported by decades of research and developmenet , and is great ni measure and repdicting empiralcl behavior of people.
- It was dicovered by WILLIAM MARSTON as DISC THEORY
- he worked more on legal systems, but 1924 wonards he stduies about any one's will ad sense of pwer and hwo it all impacts his or her personality.his book was "Emotions of Normal People" was published in 1928 and presented his findings.
- based Marston DISC Test and DISC assesment or DISC prifling was taken up.

- He published a second book in 1931 titled, "DISC, Integrative Psychology."

Below is a breakdown of common personality traits within each of the categories in DISC.

D Personality Types: Pilots, Initiators, Captains, and Architects

- Are motivated by personal authority and control over the future.
- Desire immediate, observable results and an advantage over the competitors.
- Use a voice of authority that is brief and unambiguous.

I Personality Types: Influence, inspire, encourage, and harmonise

- It is preferable to make new connections
- and interactions and to use casual, expressive communication.
- It is motivated by new, innovative, and creative ideas and inspired by the future.

C Personality Types: Editor, Analysts, sceptics, and questioners

are motivated by logic, facts, and problem-solving.

- They prioritise quality over quantity when it comes to information and solutions and speak in a polite, factual manner.
- As a result, whether we undersell ourselves or our customers, they come up with new strategies to generate more revenue.