

DiSC®- Powered Selling



How do you increase your sales effectiveness?

By using a sales approach that is unique and relevant to each individual client to develop long-term, quality relationships.

With *idXready™: DiSC®-Powered Selling*, salespeople discover the **four approaches to selling** and learn how to **effectively determine people's buying styles**. By **adapting their natural selling styles** to customers with different styles, salespeople of all levels will maximize the potential of **closing more sales**.

Individualized Participant Workbooks incorporating validated research-based assessment data provide each participant with a personalized learning experience. Through innovative, hands-on, experiential learning activities, participants learn **relevant skills to maximize their performance as salespeople**. Rich video content and a wide range of individual and group activities generate opportunities for participants to learn about their own and others' behavior, **capitalizing on their people skills knowledge** and **sales effectiveness**.

Participants walk away with skills, knowledge, and tools to position your products or services in a way that will **resonate with your customers**, resulting in **increased customer satisfaction and higher sales, generating more revenue for your company**.

In *DiSC-Powered Selling*, participants will:

- Discover four basic approaches to selling and identify their most natural approach to selling
- Identify which approach is most appropriate for each style and discover the similarities and differences among selling styles
- Learn how preferences drive buying behaviors and discover effective techniques for selling to people with differing styles
- Understand that customers have diverse needs and learn to adapt communication to build the trust needed to gain commitment for the sale
- Learn the seven stages of the selling process and how to adapt their styles during each stage and with each customer
- Develop selling strategies and action plans for adapting to different customers' styles

***idXready Programs* synchronize...**

- proven learning models • participant pre-work
- rich video assets • validated research-based assessments
- individualized participant manuals • fully scripted leader's manuals
- professional PowerPoint • proven processing activities • contemporary content

