

Case Study: *Everything DiSC Sales* used in a Financial Services Firm To Understand Clients Needs

Selling is more than just a formula. The Everything DiSC Sales Profile helps salespeople understand different buying styles and how to adapt their sales style.

Jim Weaver, a trainer with a financial services company recently took part in a train-the-trainer session featuring *Everything DiSC® Sales*.

Weaver said that the training helped salespeople understand why they've had difficulties with customers in the past and that the difficulties are seldom the result of chance. He says that DiSC® gets salespeople to see that different communication styles exist, and that those differences can be the difference between success and failure. He added that this insight is often a surprise to veteran salespeople.

"They say to themselves, 'Now why didn't I make that sale?' Then they find out about DiSC, and they say, 'OK, I see it now,' " Weaver remarked.

According to Weaver, the *Everything DiSC Sales* video helped illustrate the differences in styles. By showing the consequences of failing to meet the customer's priorities, the video illustrates how even minor differences in communication approaches can have negative effects. He says that the scenarios on the video help salespeople apply DiSC to their real-life experiences.

"A lot of salespeople related to the situations in the video," Weaver said. "It directly linked their styles to the challenges they face in the field." Weaver says that in addition to helping salespeople see what they may have done incorrectly in the past, *Everything DiSC Sales* allows participants to discover how they can improve their communication with customers in the future. He believes that by helping people discover their unique strengths and limitations, *Everything DiSC Sales* can convince even experienced salespeople that they can become more effective at their jobs.

"It's an entertaining way to explain the problems they've faced in the past," Weaver says. "And it also helps them make improvements to become better salespeople."

For more information about the [Center for Internal Change](#) and the *Everything DiSC* and *DiSC Classic* products we provide, please call us at toll free at **877-311-DISC (3472)**, 8:00 am – 5:00 pm CST, Mondays–Fridays.

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