

# EVERYTHING DiSC® SALES



## INTRODUCING

## *EVERYTHING DiSC® SALES*

*Everything DiSC® Sales* teaches salespeople to connect better with their customers.

**E**verything DiSC Sales is classroom training that combines **online prework, engaging facilitation** and **video**, and **online post-training reinforcement** to create a personalized learning experience.

Using DiSC, a simple and intuitive learning model, participants learn how to read and understand the styles of their customers. The result is salespeople who adapt their styles to connect better — and **close more sales**.

### KEY TOPICS

*Everything DiSC Sales* focuses on three vital areas:

#### **Understanding Your DiSC Sales Style**

Participants discover their DiSC sales styles and how personal priorities influence their selling behaviors.

#### **Recognizing and Understanding Customer Buying Styles**

Participants learn customer mapping — a new way of people reading that helps identify the priorities and preferences of real-life customers.

#### **Adapting Your Sales Style to Your Customer's Buying Style**

Participants use their Everything DiSC Sales Maps to understand how to adapt their sales styles to connect better with their customers.



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**Everything DiSC® Sales** is the most in-depth, easily customizable DiSC®-based sales-training solution available.

## ALL-NEW PROFILE

**In-depth:** Research-validated online assessment with 23-page sales-specific profile that helps salespeople understand themselves, their customers, and their relationships.

The *Everything DiSC® Sales Profile* is sold separately and may be used on its own or with the companion facilitation.

**Easily Customizable:** Remove or rearrange pages, customize the profile title, or print selected sections.

## POST-TRAINING REINFORCEMENT

Transfer the learning beyond the classroom with *Everything DiSC Customer Interaction Maps*. Salespeople can generate a personalized report that compares their sales styles to their real-life customers' buying styles.

## USER-FRIENDLY FEATURES

**Total Portability:** Facilitation, video, PowerPoint®, and handouts are delivered on a USB drive with ample room to save customized programs in one spot.

**24/7 Online Support:** Get the latest best practices for customizing your program anytime with the new online help feature. Access up-to-date research and resources.

## ALL-NEW FACILITATION

**In-depth:** Six 50-minute modules, fully scripted facilitation with engaging activities. Facilitator notes give tips to maximize learning.

**Easily Customizable:** Creating customized solutions has never been easier. Switch out video clips. Modify the PowerPoint, Leader's Guide, and handouts. Add or delete sections to fit any timeframe: from one hour to full-day.

**Engaging Video:** Contemporary video includes an eight-minute introduction to the DiSC sales styles, plus 52 vignettes featuring real-world, sales-specific customer interactions.

## Everything DiSC Sales facilitation includes

- Leader's Guide and handouts in MS Word
- PowerPoint with embedded video
- Stand-alone, menu-driven video
- Templates and images
- Sample *Everything DiSC Sales Profile*
- Sample *Everything DiSC Customer Interaction Map*
- Sales Interview Activity Card sets
- *Everything DiSC Customer Interaction Guides*



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### Minimum Requirements for Everything DiSC® Sales

Windows XP with PowerPoint 2003; Pentium 4 or AMD Athlon (1.4 GHz or faster); RAM: 1GB  
For additional system requirements see [www.everythingdisc.com/techinfo](http://www.everythingdisc.com/techinfo).

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