INCREASING SALES THROUGH ADAPTABILITY
Gain the competitive advantage of DiSC® and improve the effectiveness of every member of your sales team. DiSC Sales Strategies helps both new and experienced sales people:
• focus on customer needs
• enhance customer relationships
• develop competencies in a variety of selling situations
• reduce direct sales costs
• develop long-term relationships for repeat sales

INCREASE SALES PERFORMANCE AND PROFITABILITY
DiSC Sales Strategies can be used as a stand-alone program or as an addition to your current sales training to help sales professionals:
• learn to position themselves and their products and services with the client’s needs in mind
• understand how different styles influence buying and selling
• more effectively utilize their time and their customer’s time
• create and maintain relationship-based sales
FLEXIBLE FORMAT ADAPTS TO MEET YOUR NEEDS
This six-module workshop can be facilitated in either two consecutive days or in one day with additional sessions scheduled over a period of time.

Module 1: Increasing Sales through Adaptability
- explore the benefits of adaptability

Module 2: The Influence of Styles on Selling and Buying
- apply DiSC® strategies to selling and buying

Module 3: Identifying Your Customer's Style
- learn how to identify different DiSC styles

Module 4: DiSC® Sales Strategies for Adapting to Your Customer
- discover how to make customers feel comfortable

Module 5: Practicing Adaptability: One-on-One Selling
- find out which techniques work best

Module 6: Practicing Adaptability: Letters and Group Selling
- increase your adaptability in special situations

COMPREHENSIVE SALES TRAINING IN ONE EASY-TO-USE PROGRAM
The DiSC Sales Strategies program materials offer everything your sales team needs to create trusting, collaborative, and mutually profitable customer relationships.

Robert Pennington & Stephen Haslam
Resource International
6119 Bankside
77096
713-305-1812
robert.pennington@resource-i.com
www.resource-i.com