



JULIETTE RYLEY
COACH

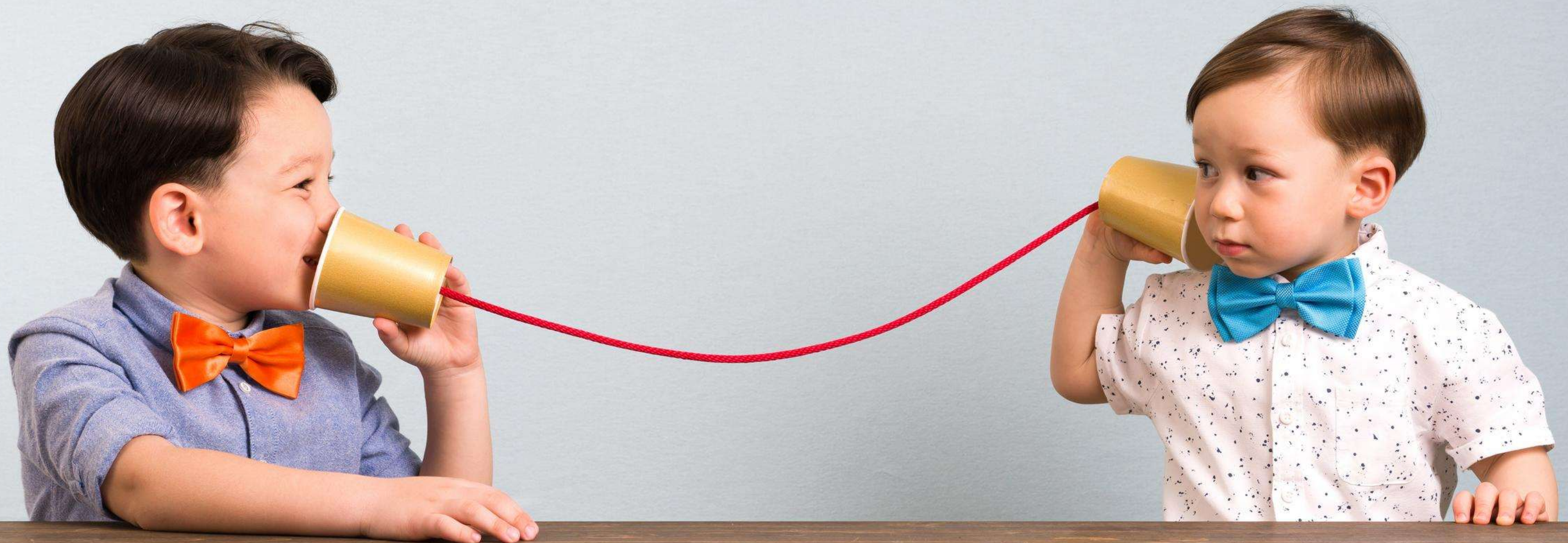
READ YOUR CUSTOMERS BETTER

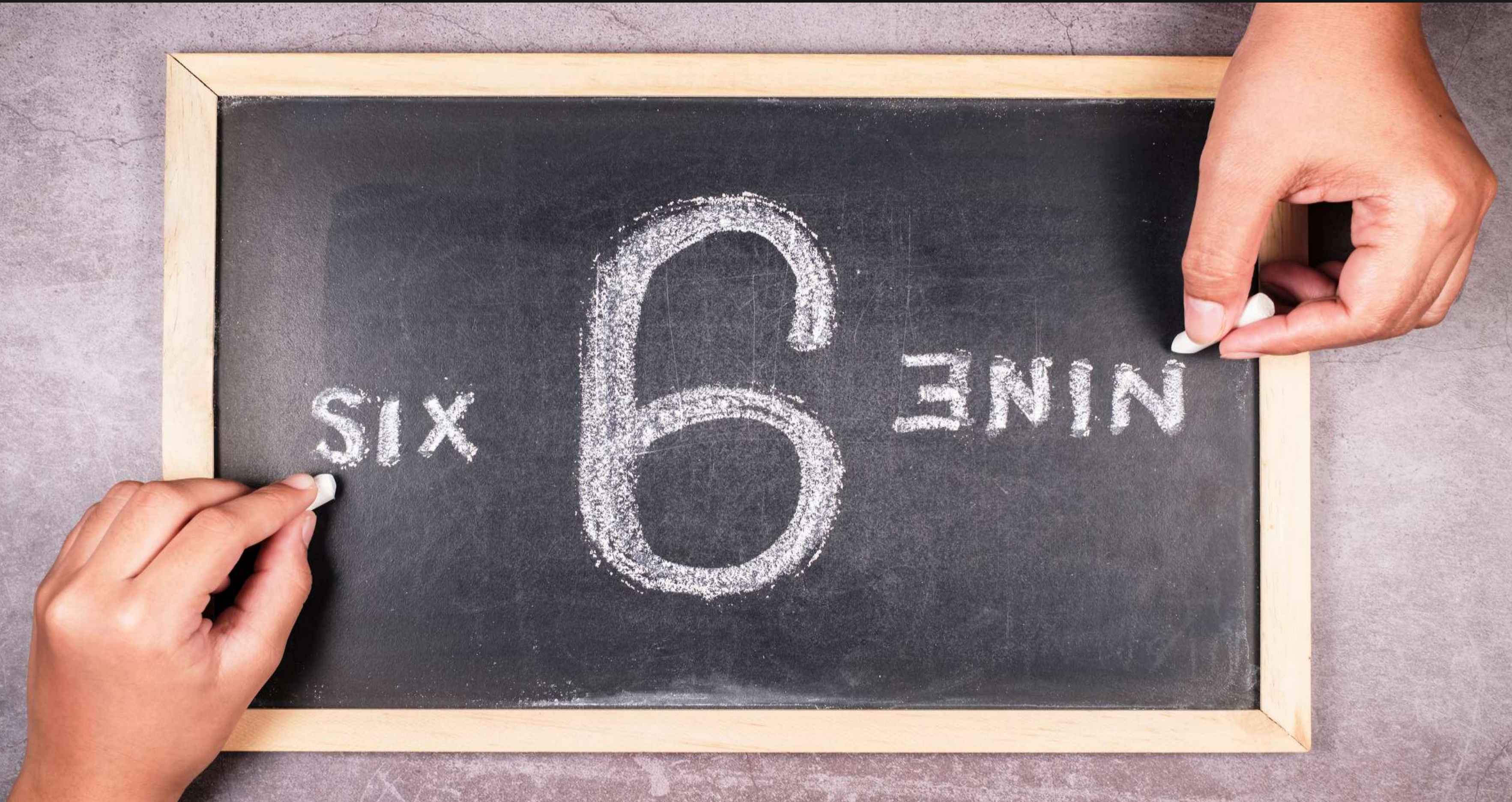
Using DISC Profiling to Build Stronger Relationships



WELCOME

Are you listening to me?





***Treat others as
YOU
want to be treated.***



FIX !

Treat others as

THEY

want to be treated.



BE MORE CHAMELEON!

***Adapt your communication.
Not who you are.***



Rules

- 1. Close your eyes*
- 2. Listen to the instructions*
- 3. I'll give each instruction once*
- 4. No Questions*
- 5. No Cheating*
- 6. Eyes closed until I tell you to open them*



SAME INSTRUCTIONS. DIFFERENT RESULTS.

Why?

D*IS***C**



Faster Pace / Tone

D

I

Task Focus

People Focus

C

S

Slower Pace / Tone

Look for CLUES



start with friends or family

Kyle

Maddi

Seb

Darcey

D - Dominance	I - Influence	S - Steadiness	C - Conscientiousness
Faster Pace	Faster Pace	Slower Pace	Slower Pace
Task focused	People focused	People focused	Task focused
Direct	Enthusiastic	Calm	Analytical
Results	Relationships	Support	Detail
Decisive	Persuasive	Patient	Precise
Competitive	Optimistic	Loyal	Logical
"Get to the point."	"Let's talk about it."	"Don't rush me."	"Show me the evidence."



*“Morning!
Good
Weekend?”*

*“We’ve got a
new product
I think
you’ll like...”*











Guess who's back?

***Remember...
Selling is adapting***



Same product. Different Customer. Different conversation

D — Get to the point

Result • Price • Availability • Next step

I — Get them excited

Possibilities • Benefits • People • Big picture

S — Make it feel safe

Reassurance • Familiarity • Support • No pressure

C — Give them the facts

Specification • Evidence • Detail • Accuracy



WANT TO KNOW YOUR **DISC?**

EDA Offer £10 +VAT

Normally £50 +VAT

40-page personalised report
**A deep dive into your communication &
behavioural style**

BLACK ENVELOPE





*Treat others as
THEY
want to be treated.*



*Be **MORE**
Chameleon!*





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