

An Introduction to DISC Selling

Learn how to tailor your sales approach
according to your buyer's personality.

Includes
7 FREE
Cheat Sheets



Foreword

For the first 20+ years of my career, I sold in a way that was most comfortable to me. I had plenty of success... and plenty of situations that went sideways.

Then, I was introduced to DISC. At first, I was reluctant. You mean to tell me there are cues that others are sharing in their written, verbal, and non-verbal communication that I'm missing?

I was hooked. I immersed myself in DISC for selling (and leading).

For the next 10+ years as a sales & leadership trainer, DISC was a critical component for every engagement. Those who embraced it, flourished. Those who didn't, tended to work a lot harder with lesser results.

Humantic AI has created a platform that provides the same coaching insights that clients turned to me to provide- in real-time.

I've said this a hundred times: DISC is the greatest communication tool ever created, but most don't know about it or were never shown how to use it effectively.

This ebook is a great place to start your DISC journey. By the end, you might even start selling the way your buyers prefer, especially when your personality is not naturally compatible with theirs.

**Keith Daw, Founder @ Be Kinetic
Certified DISC Trainer**

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CHAPTER 1:

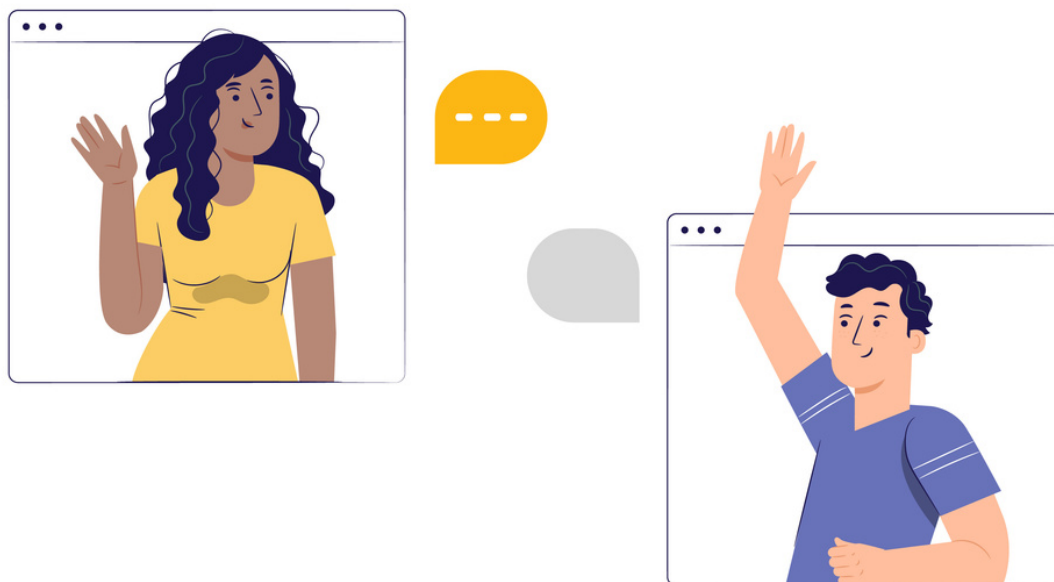
Personality and Sales: How They're Related

Buyers are people first.

Not leads, not prospects, but people.

And there's more to people than any CRM platform would lead you to believe. According to Salesforce's own admission, 84% consumers say that being treated like a person, and not a number, is important to winning their business.

And the thing about people: every individual comes with a unique set of likes, dislikes, bells and whistles. They come with unique personalities which they carry with them wherever they go.



The underlying principle of DISC Selling is that buyers are people with unique personalities. Being mindful of their preferences can take you very far!

Before we dive deeper into personality, let's take a step back.

Consider this universal sales experience.

A salesperson is tasked with selling a new product or service. They spend days – if not weeks – crafting the “perfect” pitch. They run it by teammates and trusted advisors, do multiple revisions, the whole nine yards. Once they've crystallized it, they start using it in the real world.

And the response? Crickets.

As salespeople, we often hope this magical pitch will blow everyone's minds. “*Where do I sign?*” is the only acceptable response. And yet, it doesn't land as often as we would like it to. Why is that?

You guessed it, personality has a role to play here.

62% of buyers today are frustrated by impersonal buying experiences. Personality-based personalization can bring that number down significantly.



A sales pitch is only as effective as its compatibility with the intended buyer

CHAPTER 2:

Who Put The “I” In Bias?

As salespeople, we default to doing things *our way*.

If you're drafting a cold email, you're probably thinking "would *I* respond to this email?" If you're working on a cold call script, you're probably wondering "What would *I* need to hear to stop myself from hanging up?"

The good news – you're trying to put yourself in your buyer's shoes. That's a great start. The bad news – your buyers aren't you. They don't think and behave the same way you do. At least not all of them.

So, the only people that resonate with your pitch are the ones who think and behave like you. People who are naturally compatible with you.



***Sellers lose more than they win
when they give in to the bias of self***

And the rest of them? You're leaving it to the angel of guesswork and the goddess of luck. Last we checked, neither of them are particularly kind to salespeople.

That's why it's important to understand the kind of buyer you're dealing with and tailor your approach accordingly.

You can learn a lot about a someone's preferences simply by knowing their personality.

Knowing your buyer's personality can help you understand:

- ▶ what drives their decision-making
- ▶ what motivates them
- ▶ how they like being communicated with
- ▶ what are the magic levers when interacting with them
- ▶ what are the potential landmines you should avoid
- ▶ how fast or slow of a decision maker they are
- ▶ how risk-averse they are
- ▶ and even how likely they are to buy your product or service!

But how can you assess someone's personality and effectively leverage it in the context of sales?

Fortunately for you, there is a personality framework that is built for this exact use case. DISC is a universally accepted behavioral model, which is used by the world's best sales organizations to assess their team's communication and collaboration skills.

Proponents of DISC		
Sandler, a top sales training firm in the global landscape.	McKinsey & Company, the world's leading consulting firm.	Leading VC and private equity firms across the world.

70% of Fortune 500 businesses employ the DISC framework in sales, hiring, or both in order to understand their buyers and candidates at a deeper, more personal level.

Unlike popular personality frameworks such as the Myers-Briggs Type-Indicator or the Enneagram of Personality, the DISC model is backed by decades of academic research and proven to reduce organizational bias.

CHAPTER 3:

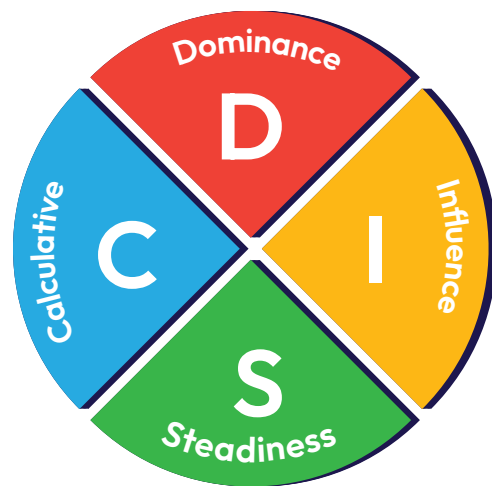
What is DISC Selling?

DISC Selling is a sales methodology where salespeople identify their buyer's DISC personality type, and accordingly modify their sales approach to suit their preferences.

Sandler, a distinguished sales training firm, has been imparting DISC training to sales professionals for decades now.

However, DISC selling has seen rapid adoption in recent times. In fact, as Gartner (2021) puts it, to grow revenue, sales teams need accurate insights about buyers and their behaviors.

With emerging Personality AI tools like Humantic AI, you can now accurately predict any buyer's DISC personality even before you meet them.



DISC Personality Framework



Using DISC Selling, companies like PayPal and Microsoft have seen a 233% increase in response rates, 36% improvement in speed to closure, and 6.2% increase in closed revenue.

The DISC framework measures 4 major aspects of personality: Dominance (D), Influence (I), Steadiness (S), and Calculativeness (C). Let's see what each of these terms mean in the context of sales.

Personality-Based Personalization: An Overview

D

People with a **Dominant** personality like to lead and take charge of situations. When you're selling to them, be direct and to the point.

Pro tip: Give them options so they remain in control. For example, “Is growing your team or retaining talent more important to you?”

I

People with an **Influential** personality like to be around people. When you're selling to them, be friendly and enthusiastic.

Pro tip: Begin with pleasantries, build rapport and drop names. Dream with them, paint a picture, and use the crystal ball - the future.

S

People with a **Steady** personality like to avoid risk and conflict. When you're selling to them, slow down, be calm and reassuring.

Pro tip: Take it slow, work with them in groups, and don't hesitate to give them time to decide alone.

C

People with a **Calculative** personality like to be detail-oriented. When selling to them, focus on providing details and removing doubts.

Pro tip: Be specific, state your objective, and logically walk them through the benefits. Show them the ROI, but don't exaggerate it.

CHAPTER 4:

Why DISC Selling?

7 Seconds. That's All It Takes.



"It takes only 7 seconds to create a first impression. After which, it takes at least seven more interactions to change that impression," according to Chris Voss, former hostage negotiator and author of *Never Split the Difference*.

Keeping the 7-second rule in mind, it is paramount that we modify our approach to suit each buyer. Because there's no way a prospect is going to give you seven more chances to redeem yourself.

A Popular Misconception About DISC Selling

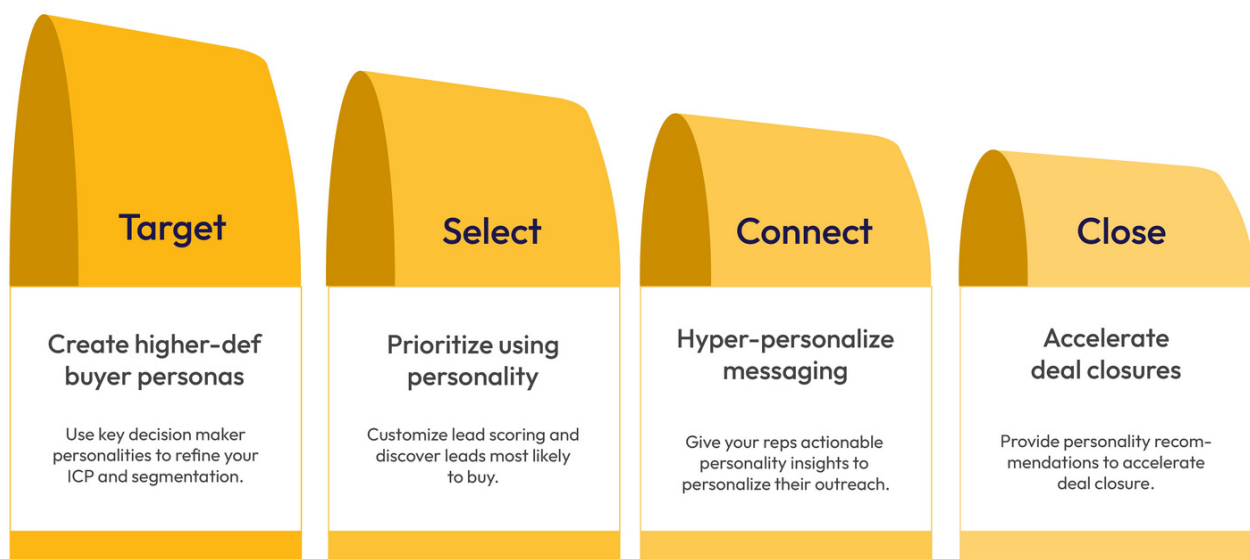


Myth: DISC selling can only be used when cold calling or emailing.

Fact: DISC selling can be used across all stages of the sales funnel.

Knowing someone's personality doesn't just tell you how you should communicate with them. It also tells you what motivates them, how fast they can make decisions, and what is their risk appetite.

Naturally, DISC selling comes in handy throughout the sales process: from "hello" to "pleasure doing business with you."



DISC Selling From "Hello" to "Pleasure doing business with you."

While it's a no-brainer for BDRs and AEs to leverage personality insights to build authentic connections with buyers, there's more to the story. In fact, one could argue that it's even more critical for sales leaders to incorporate DISC selling through the funnel: starting from the targeting phase, until an account is handed over to customer success or account management teams. And maybe even after!

Let's start with high-level benefits and then get into the nuts and bolts.

Benefits of DISC Selling

Better Targeting And Selection

If you were to analyze past wins and losses, certain patterns would emerge. If buyers with a D-type personality are 80% likelier to convert, and buyers with a C-type personality are 46% less likely to convert, wouldn't it make sense to add that dimension to your ICP criteria?



Building Authentic Connections

People buy from people that they trust. Understanding your buyers' needs can create a more favorable sales environment and increase the chances of them trusting you. This usually translates to higher chances of a signature on the dotted line.



Negotiating And Closing Like A Pro

While it helps to have several negotiation and closing techniques in your arsenal, knowing which one to use with which particular buyer, based on their personality, is a superpower. It is one of the few things that sets apart the top reps from the rest.



Adopting DISC Selling in Your Day-to-Day

To make this guide truly actionable, we're giving away 10 free cheat sheets that you can pin up on your sales floor or save on your desktop, whatever works for you.

To make the best use of these cheat sheets, follow these steps:

- ▶ Make sure your buyer actually *needs* what you're selling
- ▶ Verify you're speaking to the (right) decision maker
- ▶ Identify your buyer's personality type using [Humantic AI](#)
- ▶ Refer to the right cheat sheet based on the stage of your sales cycle

7 Free Cheat Sheets to Accelerate DISC Selling

Jump to Cheat Sheet

- ▶ Using DISC Selling to **Write Effective Cold Emails**
- ▶ Using DISC Selling to **Make Cold Calls That Work**
- ▶ Using DISC Selling to **Personalize Discovery Calls**
- ▶ Using DISC Selling to **Run Successful Sales Demos**
- ▶ Using DISC Selling to **Avoid Sales Landmines**
- ▶ Using DISC Selling to **Negotiate Like a Pro**
- ▶ Using DISC Selling to **Close More Deals, Faster**



Note: these cheat sheets are not exhaustive.

They can help you sell to the 4 most prominent DISC types. However, when it comes to complex personalities that rank high on multiple attributes, they might not be as helpful. Examples of complex personalities: DI, SC, ISC, etc.

In such cases, we recommend following Humantic AI's insights for each individual buyer.

CHEAT SHEET #1

Using DISC Selling to Write Effective Cold Emails

 DISC TYPE	 SUBJECT LINE	 TONE OF VOICE	 CALL TO ACTION
D TYPE	Provocative, direct	Formal, to-the-point	Yes or no question
I TYPE	Exciting, friendly	Warm, informal, conversational	Assume familiarity and ask for a call
S TYPE	Matter-of-fact, deadpan	Calm, professional	No call to action. Follow up after a while
C TYPE	Precise, no-fluff	Objective, indifferent	Invite questions and feedback



Try Humantic AI today. Predict your buyers' DISC type and get actionable selling insights.

CHEAT SHEET #2

Using DISC Selling to Make Cold Calls That Land

 DISC TYPE	 CALL OPENER	 TONE AND PACE	 KEY TO SUCCESS
D TYPE	Announce your intention	Confident, lots of pauses	Get to their pain point and quick
I TYPE	Engage in small talk and banter	Informal, chatty	Ask open-ended questions
S TYPE	Apologize for interrupting	Slow and measured	Hang up quick, email them to book meeting
C TYPE	Ask them if a pain you solve for is a priority	More objective, less salesy	Use jargon, remove doubts



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CHEAT SHEET #3

Using DISC Selling to Personalize Discovery Calls

 DISC TYPE	 SECRET TRUTH SERUM	 REFRAMING PAIN POINTS	 OUTLINING NEXT STEPS
D TYPE	Discuss goals and targets	Talk through goal obstacles	Specify scope and timelines
I TYPE	Ask them about their journey	Translate to emotional pains	Thank them and promise to help
S TYPE	Focus on then vs. now	Repeat and label their pains	Ask how long you should wait before following up
C TYPE	Share your research, then ask to verify	Probe them and quantify their pains	Send case studies, invite questions



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CHEAT SHEET #4

Using DISC Selling to Run Successful Sales Demos

 DISC TYPE	 WHAT THEY NEED	 RECIPE FOR SUCCESS	 PLANNING NEXT STEPS
D TYPE	Goal alignment	Only showcase relevant features	Create a mutual action plan
I TYPE	Team and peer approval	Invite their team to the demo	Treat them as an ally; ask for their suggestion
S TYPE	Reliability and robustness	Take your time; 2-part demos are fine too	Pre-empt objections through email
C TYPE	Detailed approach; clarity	Be open about product flaws and roadmap	Offer a learning session with a product expert



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CHEAT SHEET #5

Using DISC Selling to Avoid Potential Sales Landmines

 DISC TYPE	 SALES LANDMINE	 HOW TO AVOID LANDMINES	 WINNING MANTRA
D TYPE	Small talk; overt detail	Focus on the goal at hand	Skip the noise, they'll thank you
I TYPE	Being transactional	Listen, laugh, and listen more	Feelings don't care about facts
S TYPE	Being rushed or played	Don't attempt to "create urgency" with them	Give. Them. Space. Oh, and also time.
C TYPE	Vagueness; lack of direction	Expect tough questions. Do your research.	Expertise over salesmanship.



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CHEAT SHEET #6

Using DISC Selling to Negotiate Like A Pro

 DISC TYPE	 OPENING PROPOSAL	 PRICING REBUTTALS	 WHEN TO WALK AWAY
D TYPE	Include multiple options; highlight pricing + impact	Push back and challenge them. Don't budge easy	If they clearly state that it's not a fit
I TYPE	Focus on scope; let pricing be a footnote	Offer freebies, play the "partnership" card	Too many meetings with little progress
S TYPE	Cite case studies to justify pricing	First give them time to think, then discounts	If they're too used to an alternative, even if it's inferior
C TYPE	Contrast product pricing vs. cost of inaction	Walk through ROI calculations together; don't budge.	If they don't trust your data and ROI



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CHEAT SHEET #7

Using DISC Selling to Close More Deals, Faster

 DISC TYPE	 CLOSING TECHNIQUE	 DEAL VELOCITY	 RISK APPETITE
D TYPE	Now or never	Very fast if convinced	Extremely high
I TYPE	Assumptive close	Slow; their enthusiasm can be misleading	Limited ability to take risks
S TYPE	Summary close	Extremely slow	Will hardly ever take risks
C TYPE	Opportunity cost close	Moderate; neither too fast nor too slow	Open to taking risks if analysis supports it

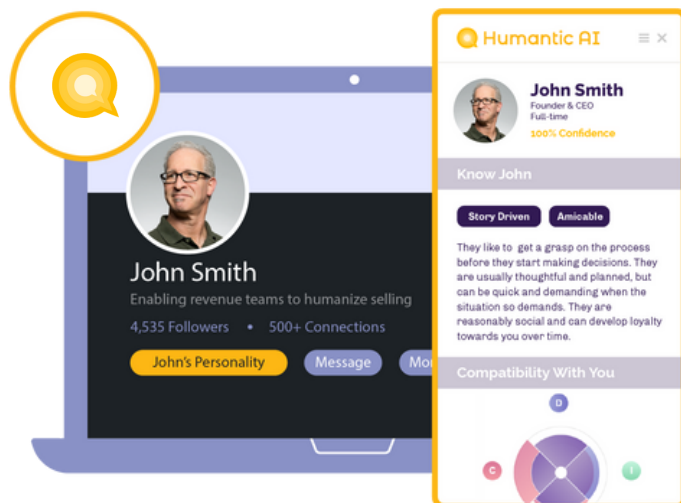


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About Humantic AI

Humantic AI is the world's first Buyer Intelligence platform.

Top revenue teams use Humantic AI to tap into their buyers' personality, win their trust, and sell the way they want to be sold to.



**Get started with
DISC selling today!**

Book A Demo

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To learn more about Humantic AI's buyer intelligence platform, go to <https://humantic.ai>.

If you have any questions about the contents of this ebook, write to us at marketing@humantic.ai.