

7 Free Cheat Sheets to Accelerate DISC Selling

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- ▶ 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**
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- ▶ 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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