

Recognizing The Styles

	D	I	S	C
Overview	Task-focused, extroverted, wired to direct and lead others, direct and bold.	People-focused, extroverted, tend to be very persuasive with others.	People-focused, introverted, are excellent planners, great listeners.	Task-focused, introverted, tend to be perfectionists, rule followers.
Buying Habits	Quick decision makers: buy new and unique products. Early adopters.	Quick decision makers: buy showy, "cutting edge" and flashy products.	Slow decision makers: buy traditional, proven products.	Very slow buyers, require lots of data and information to make a choice.
Behavior During A Meeting	Cover agenda items quickly so they can do something else.	Want the meeting to have a social component.	Support creating a detailed action plan and sub-committees	Ask many questions, are precise and accurate, orderly.
E-mail Writing Style	Few words, no greeting, may not reply.	Warm & fuzzy, long, may forward jokes.	Reminders, reminders, reminders.	Fact-based, detailed, references.
Gestures	Sharp, choppy, decisive hand movements	Large, sweeping hand and arm movements.	Limited and controlled hand movements.	Ultra-controlled and micro hand movements.
Core Emotion	Quick to anger	Expressive	Non-emotional	Fear
Color Noticed First	Green	Red	Blue	Yellow
Decorating Their Office	Power, status-conscious, large desk, awards	Memorabilia from friends, modernistic	Photos, plants, calm, "homey" atmosphere.	Functional, charts, graphs, lots of data.



The Styles	Hiring <i>(Areas where each style excels)</i>	Managing <i>(Management approach for each style)</i>	Selling The Styles	Servicing The Styles
D	Leading, directing, making tough decisions, bottom-line focus, taking risks.	Be direct, avoid wasting time, speak in sound bites, focus on the “big picture”.	Keep sales presentation brief, stress key benefits, get to pricing options quickly.	Respond to concerns quickly, provide 2-3 options, under-promise/over-deliver
I	Persuading, motivating, interacting, “cheerleading”, networking.	Leverage their enthusiasm, provide structure, allow creativity, make work tasks fun.	Present a “Wow” demo, avoid dwelling on details, name drop, make it fun.	Acknowledge their feelings, make them look good, make them feel special.
S	Planning, research, creating structure/systems, maintaining routine.	Harness their planning ability, acknowledge their loyalty, introduce change slowly.	Don’t rush, stress support and security, avoid using an high-energy approach.	Provide consistent follow up, avoid pressuring. Address fears and concerns.
C	Attention to detail, compliance, processes, holding others accountable.	Provide details, focus on facts, stick to business, let them be the expert in their area.	Provide lots of product data, stress your track record, focus on logic, remove risk.	Outline expectations in writing, create specific timelines, stick to the plan.

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