



**How To Know
Your Prospects
and Clients
Better Than
They Know
Themselves!**



**Presented to
SBBP Alumni**

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A Request





Step #1: Know your core behavioral style.

Step #2: Identify the core style of your prospect/client.

Step #3: Adapt your style to match the style of your prospect/client.







EMPLOYEE
WASH
HANDS &
RETURN
TO WORK
LOS EMPLEADOS
LAVARSE LAS MANOS
DE VUELTA
AL PUESTO DE TRABAJO





OS X Lion

Cornerstones of The DISC Model

Dominance



Problems

Influence



People

Compliance



Procedures

Steadiness



Pace

The “D” Factor

HIGH



**Bold
Driving
Pioneering
Direct
Competitive
Determined**

“Let’s just go for it.”

LOW



**Peaceful
Agreeable
Cautious
Cooperative
Humble
Mild**

**“We need to examine
the situation first before
we go charging in.”**

The “I” Factor

HIGH

Optimistic
Inspiring
Persuasive
Convincing
Sociable
Trusting

“Our business is going to explode in the next few years. I can feel it!”

LOW

Objective
Critical
Cool
Reflective
Skeptical
Distrusting

“That’s nice, but can you show me the facts to back it up?”

The “S” Factor

HIGH



Relaxed
Systematic
Logical
Patient
Structured
Unhurried

“Great idea. Let’s form a team and make sure we put together a detailed plan of action.”

LOW



Dynamic
Hurried
Intense
Flexible
Progressive
Excited

“We don’t have time. Let’s move out now and we can plan as we go.”

The “C” Factor

HIGH



**Precise
Perfectionist
Orderly
Diplomatic
Accurate
Meticulous**

“We have procedures and rules that are intended to be followed.”

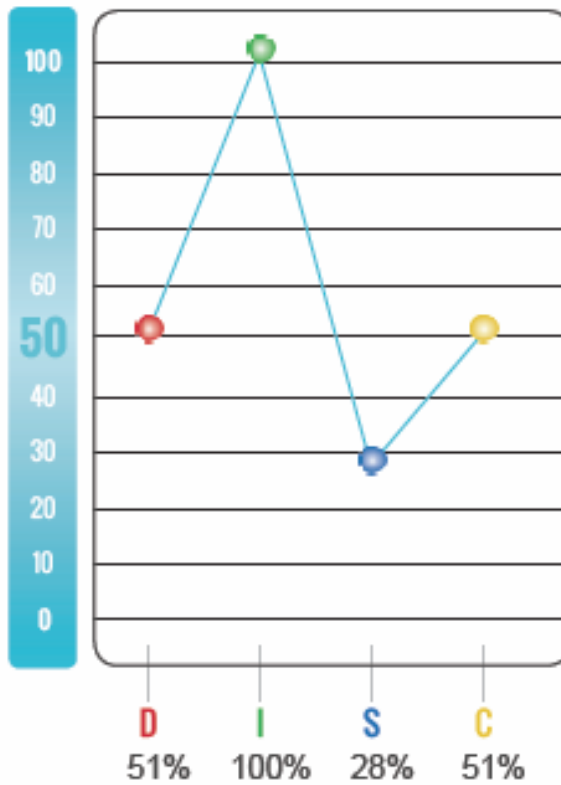
LOW



**Radical
Independent
Unconventional
Fearless
Uninhibited
Self-willed**

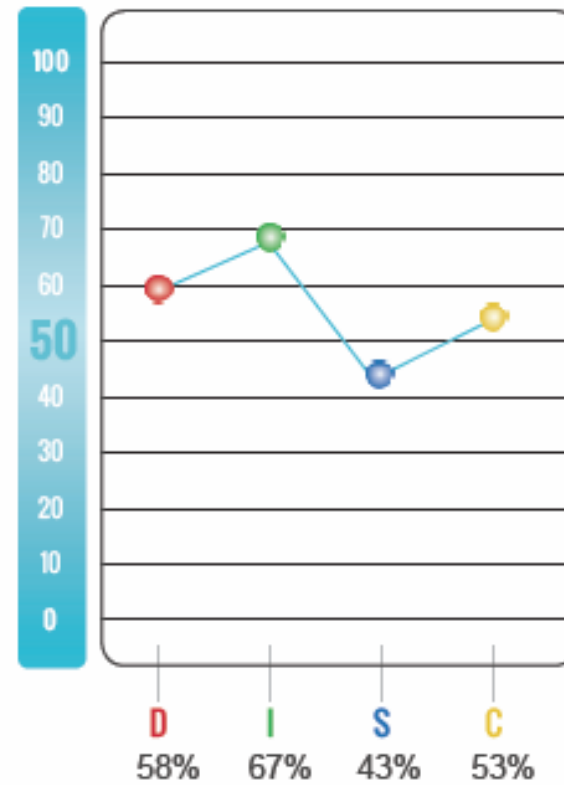
“They’re just guidelines. By the way do you have a copy? I’ve never seen them.”

GRAPHIC PROFILE



PRIMARY STYLE

Primary Style is the behavioral response that is most reflective of the "real person." It is also called your Natural Style. The Primary or Natural Style is referred to as an individual's basic style. The Primary Style is usually very consistent, and over time does not change significantly.



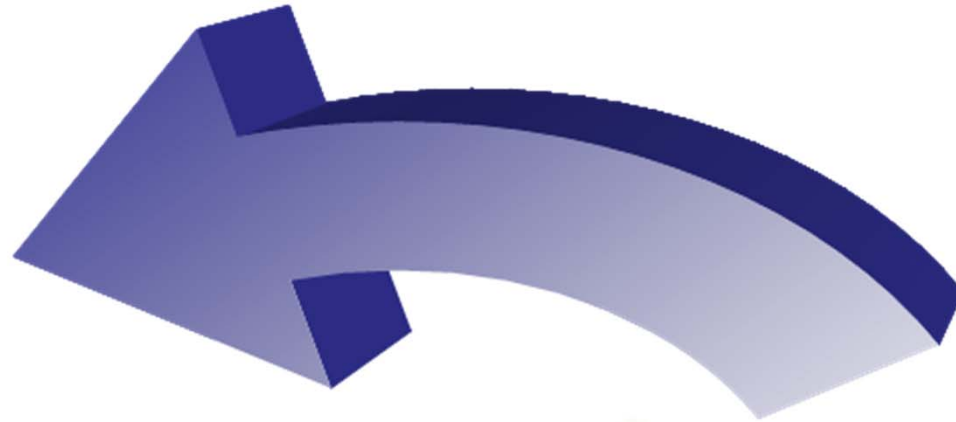
ADJUSTMENT TO THE WORK ENVIRONMENT

Adjusted Style is an individual's response to their work environment. It reflects the behavior they feel will give them the best opportunity to succeed in their job. An individual will often adjust their behavior to meet the needs and demands of a new work environment.

**Get The
Style**



**Uncover
The Traits**





Observable Traits

Primary Emotion Of Each Style



D	I	S	C
Quick to Anger	Expressive	Non-Emotional	Fear

Observable Traits

Overextensions, or Weaknesses of Each Style



D	I	S	C
Impatient	Lack of organization	Rigid	Overly critical

Observable Traits

How Each Style Writes an E-mail:



D	I	S	C
<ul style="list-style-type: none">• Few words• No greeting• May not reply	<ul style="list-style-type: none">• Warm/fuzzy• Long• Jokes	<ul style="list-style-type: none">• Reminders• Reminders• Reminders	<ul style="list-style-type: none">• Fact based• Details• References



Observable Traits

Buying Habits:

D	I	S	C
<p>Quick decision makers: buy new and unique products.</p>	<p>Quick decision makers: buy showy, unique products, impulse buyer.</p>	<p>Slow decision makers: buy traditional, proven products.</p>	<p>Very slow buyers: a sales person's worst nightmare!</p>

Observable Traits

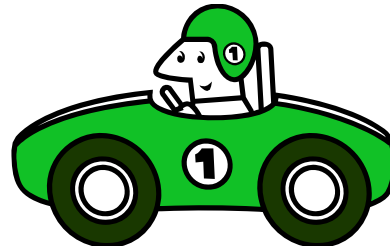


Vacations

D	I	S	C
Prefers 3-day weekends; likes to fly	Cruises, conventions, lots of people	Likes to drive, scenery, family, same places	Well-planned, personal attention, quiet retreat

Observable Traits

Driving Tendencies



D	I	S	C
<p>Fast, always in a hurry to get someplace</p>	<p>Visual, looking around, radio playing music</p>	<p>Relaxed pace, no hurry no worry</p>	<p>Extremely careful, follow rules, best drivers</p>

Observable Traits

How Each Style Decorates Their Office



D	I	S	C
<p>Power, status-conscious, large desk, awards displayed</p>	<p>Memorabilia from friends, modernistic, “toys”</p>	<p>Photos, plants, calm “homey” atmosphere</p>	<p>Functional, charts, graphs, lots of data</p>

Observable Traits

Magazines They Read



D

- Forbes
- Fortune
- Executive book summaries

I

- People
- Inc
- Entrepreneur
- Psychology Today

S

- Readers Digest
- National Geographic
- BHG

C

- Consumer Reports
- Discover
- Technical journals

Observable Traits

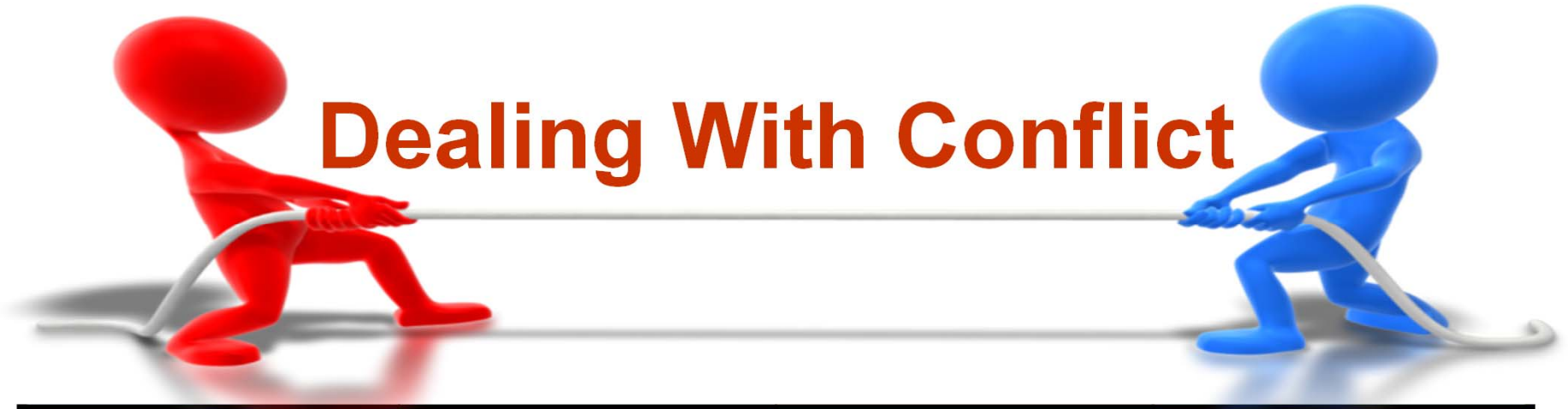
Color Noticed First



D	I	S	C
Green	Red	Blue	Yellow

Observable Traits

Dealing With Conflict



D	T	S	C
Fight	Fight or Run	Tolerate, put up with it	Avoid



D	I	S	C
High risk taker	Moderate risk taker	Low risk taker	Risk averse

Observable Traits

Gesturing Styles



D	I	S	C
Sprenulli Demonstrates Again			

Do You Hear What I Hear?



Charles



Branden



Laura



Dale



Nancy

Cheat Sheet

Recognizing The Styles

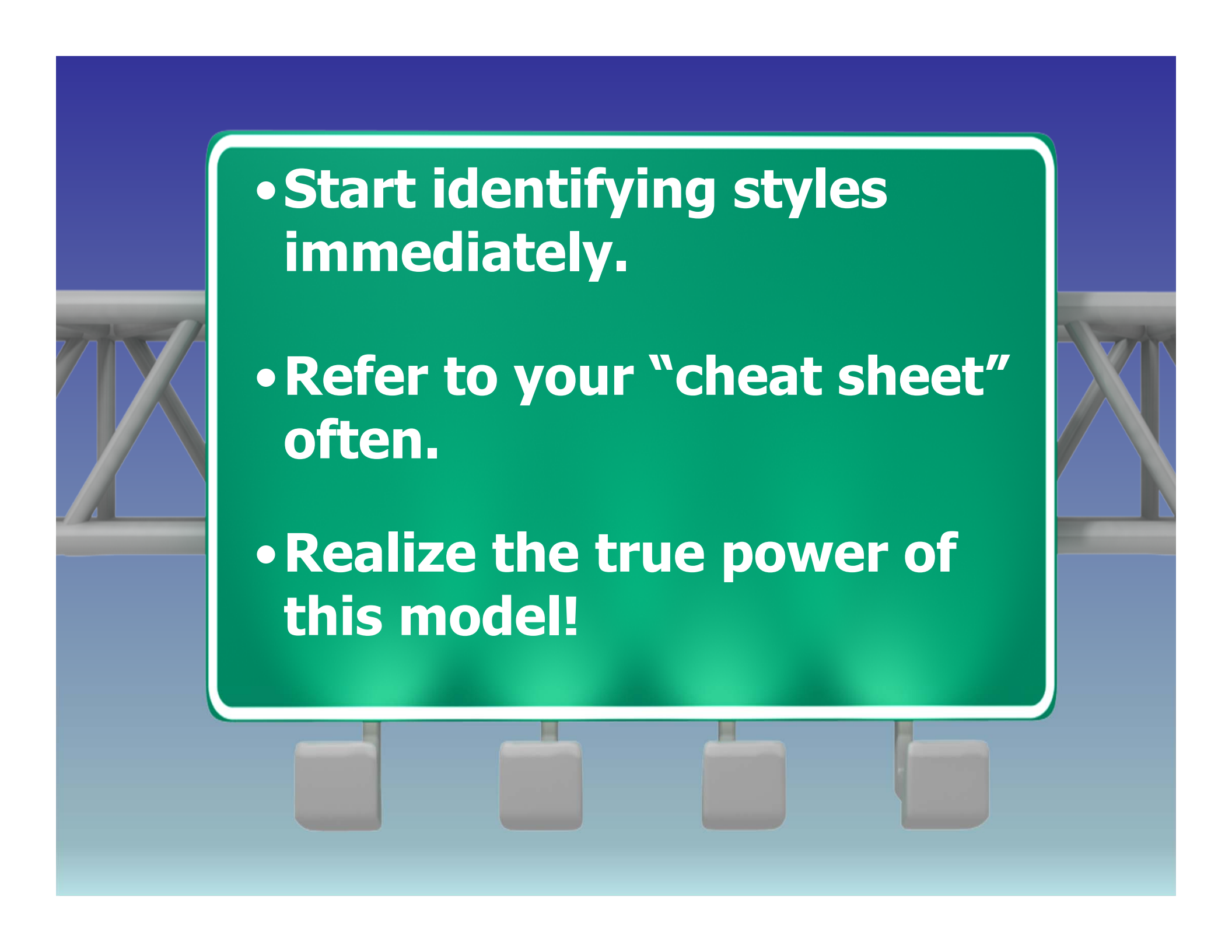
	D	I	S	C
Overview	Task-focused, extroverted, wired to direct and lead others, direct and bold.	People-focused, extroverted, tend to be very persuasive with others.	People-focused, introverted, are excellent planners, great listeners.	Task-focused, introverted, tend to be perfectionists, rule followers.
Buying Habits	Quick decision makers: buy new and unique products. Early adopters.	Quick decision makers: buy showy, "cutting edge" and fast.	Slow decision makers: buy traditional, proven products.	Very slow buyers, require lots of data and information.
Behavior During A Meeting	Cover agenda items quickly they can do something else.			
E-mail Writing Style	Few words, no greeting, may not reply.			
Gestures	Sharp, choppy, decisive hand movements			
Core Emotion	Quick to anger			
Color Noticed First	Green			
Decorating Their Office	Power, status-conscious, large desk, awards displayed.			



The Styles	Hiring (Areas where each style excels)	Managing (Management approach for each style)	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.



**Where
Do You
Go
From
Here?**

- 
- **Start identifying styles immediately.**
 - **Refer to your “cheat sheet” often.**
 - **Realize the true power of this model!**

**If You've Found This Information Valuable,
Would You Consider Helping Me?**



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