

Extended DISC Australasia *FactSheet*

Greetings

There are many reasons why Extended DISC Reports are used by winning organisations, but one of the most effective uses is in understanding their team members.

Our longstanding clients will know of similar cases to the one we have featured in this month's issue because it is not unusual. Our most efficient clients keep a database of Extended DISC Reports on all of their staff and revisit individual reports when they see one of the team losing motivation or just don't seem to be themselves for some reason or another. In many cases they will ask the employee to re-complete the Personal Analysis Questionnaire and the movement or change in the Profiles will tell them what has changed between the first and second report. This shift can indicate a great deal about the way their team member is feeling.

This is, like all our examples, a real life situation and is a good example of how the completion of a Personal Analysis Report encourages people to talk about themselves. It is a great conversation opener!

Although Extended DISC recognises and reports individually on 160 different behavioural styles, the major style of each individual has overriding characteristics that can generally be recognised. Only one third of one percent of individuals have a 100% D, I, S, or C style while the remaining 99.7% have either two or three styles in their behavioural mix.

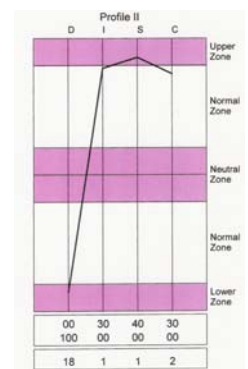
It is important to remember that in certain instances, the second or even the third style will influence a person's behaviour, but in the majority of cases the major style will be the major influence of a person's behaviour. It is therefore important to remember this when working in the commercial environment. This month, we take a look at typical questions the individual styles ask when buying and the techniques you should employ as a salesperson in selling to the individual styles.

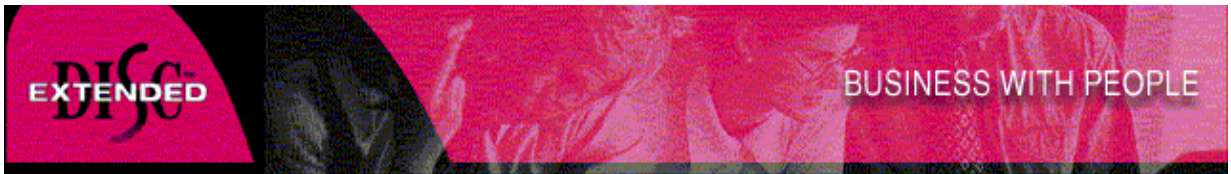
How an Extended DISC Personal Analysis Report helped solve a legal firm's concerns over a prospective partner

David (not his real name) had been working with the legal firm for some years and was a leading commercial lawyer.

He was extremely popular with his fellow team members and the life and soul of any social occasions. Quite apart from his social prowess, he was highly respected by clients for his knowledge in his chosen field.

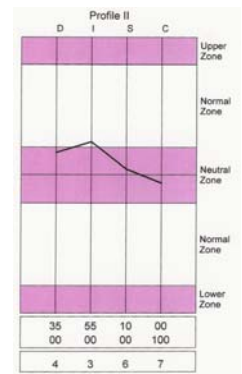
The partners of the firm knew that other legal practices had already made overtures to David and they decided that to retain him, they needed to promote him from his position as a manager in the firm by offering him a partnership. Accordingly, the offer was made and they were delighted when he accepted their invitation to take up his new position in three months time. His original Profile II is shown opposite.





As the time drew near for David to take over his new position, the partners noticed a change in him and he didn't seem to be his former self. He began to avoid Friday night drinks with the team and something seemed to be troubling him. This caused considerable consternation as the partners did not want to be joined by someone who was uncomfortable with his new role and perhaps regretting having accepted the additional responsibility that went with the appointment. They decided to include David in partners' meetings to show him that they wanted transparency and every time he was asked the question, he assured them that he was looking forward to his new role.

The partners then decided to go back to their Extended DISC database to review David's personal analysis report that he had completed a couple of years previously and found that there was nothing unusual about it. His conscious profile was very similar to his unconscious profile, both with balanced "ISC" traits. A lawyer who was perfectly comfortable meeting and mixing with people but with the steady "S" traits and precise "C" characteristics. They weren't looking for a dominant partner and so the report confirmed that David was exactly who they needed and the profiles matched his behavioural style. They decided that they would ask him to complete the personal analysis questionnaire again to obtain an updated report and to their dismay, the unconscious profile (Profile II as shown opposite) had become tight, indicating insecurity, - something the existing partners did not need in a new partner!

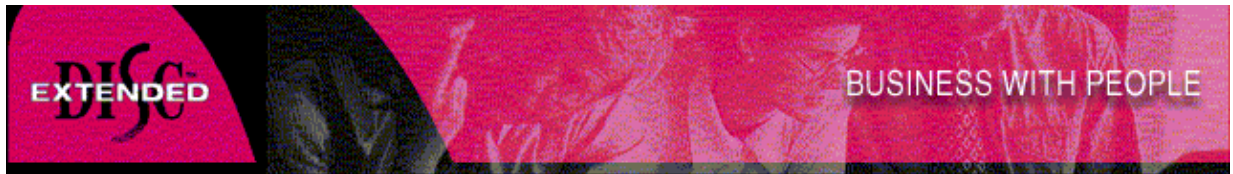


It was decided that the managing partner should meet with David and discuss his latest personal analysis report with him, and this proved to be exactly the right thing to do. By using the report as a discussion document, David found the opportunity to explain to the managing partner the real reason for the apparent shift in his behavioural style. He explained that his wife had left him a few weeks earlier and that he was going through some personal turmoil.

David did become a partner, and after sorting out his personal problems, exceeded the other partners' expectations. The use of the Extended DISC Personal Analysis Report had provided an opening for a discussion that might otherwise not have taken place and allowed the partners to better understand him and help him through his tough times.

Typical questions in the Buyer's Mind

<p>C Styles</p> <p>Is this a proven product? What is your warranty? How does this compare to others? This isn't a new idea is it? How are your people qualified? How long has your company been in business?</p>	<p>D Styles</p> <p>What does it cost? When can I get it? Is this the latest version? Is this your best model? Can I change or upgrade it? How do I know you're telling me the truth?</p>
<p>S Styles</p> <p>Why should I switch now? What if it doesn't work for me? What is its track record or history? Is this all I need, or are there add-ons? How good is your warranty? My supplier's service is good, why should I change?</p>	<p>I Styles</p> <p>How flexible is the price? Is there a payment plan? Who else is doing this? Can we discuss this over coffee? What's in it for me to do this? How will doing it make me look good?</p>



Seller's Closing Techniques

These are useful hints for salespeople when dealing with the individual styles.

<p>C Styles</p> <p>Recommend an opportunity to test its suitability in the environment where it will be used. Acknowledge and affirm your customer's criteria.</p> <p>Suggest a small, no risk deposit that will freeze the terms while they take time to check the information supplied.</p>	<p>D Styles</p> <p>Provide a choice between two options, both of which are favourable to the customer, but offer him/her a sense of control.</p> <p>Take choice away by suggesting that it may be out of their budget, or that they may not be "quite ready" for all its benefits at this time</p>
<p>S Styles</p> <p>Offer a chance to try it personally before making a decision, and involve their family or team in its usefulness and benefits.</p> <p>Ask for a small, no risk deposit that will help you hold the product, or deal, so they can give themselves time to think about it.</p>	<p>I Styles</p> <p>Close quickly, providing a choice between two or three options, each of which will result in this customer feeling good about saying "Yes" to the sale.</p> <p>Paint a picture of acknowledgement and recognition, based on their success in making this good decision.</p>

The Extended DISC Profiling Tool

To help with identifying customers styles and put the above suggestions into practice, we have a simple tool - our Profiling Tool.

This simple inexpensive program is a must for sales people!

It is a tool to enable a person to assess the behavioural style of another person and is therefore valuable in determining how to communicate and cope with that other person effectively.

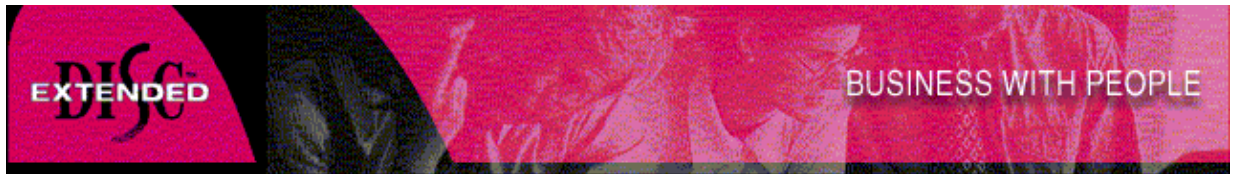
It is available online and is quick and easy to access and produce.

In summary:

- We supply access codes to the user
- The user goes on-line and completes the on-line questionnaire
- The resulting report in PDF format is emailed back to the user within ten minutes.

What does the report look like? It has.....

- A Cover page
- A Profile page (detailing strong, secondary, neutral and weak behavioural styles)
- A "How to Deal With" page which details.....



- "When communicating with this person, remember to....."
- "What not to Do"
- "Closing Tricks"
- "How to Retain the Relationship".

The online questionnaire comprises of 12 x 4 questions, so it takes little time to complete. We sell access codes in blocks of 50 and each report is produced for a cost of only 6 points.

For a free sample copy of the report please email us on info.australasia@extendeddisc.com or for further information on this product, please call us on 1800 254 094 (Australia) or 0800 333 668 (New Zealand).

September Webinar "Should We Hire this Person?"

One of the most popular questions from recruiters and HR Managers when reviewing a Personal Analysis Report is... "Should we hire this person?"

Our September Webinar will train you to read the Graphical page, Specific Behavioural Style page and the Job Comparison report within the Personal Analysis Report. You will gain an understanding of how to read the behavioural attributes of the candidate in relation to the job requirements. Learn how to identify areas of development and behavioural job fit!

Whether you are involved in external and internal recruitment, personal development, organisational development or coaching, this seminar is for you!

Questions and case feedback are always welcome!

The September Webinar is scheduled for **Wednesday the 15th at 12:00 PM Wellington time.**

Spaces are limited. Email us to register.

If you would like a Webinar presented for your staff, contact us.



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