

Tune in to turn on growth!

Think of two people using shortwave radios and that the frequencies are close but not exactly matched. You can communicate but not very clearly or effectively. This is what happens when you fail to match your communication style to that of the other person. You are heard, but not understood. The result in the sales world is a lost sale or damaged customer relationship.

One of the most popular tools for helping you tune-in to your customers and employee's frequency is called DISC.

DISC provides you with a framework to first understand your personality and how you "send" out information and others "receive" it. Fortunately this is not hard work nor does it involve a lot of psycho-babble. To see how this works first determine your personality type using the following two questions:

First question, are you more task oriented (doing things) or people oriented (being around others)?

Second question, are you more of an introvert or extrovert?

Here is how to interpret your answers, if you said I am:

- Task oriented and extroverted are referred to as Domineering (D) "I like being my own boss", Donald Trump is an extreme example.
- People oriented and task oriented are referred to as Influencers (I), "I like to tell stories" Oprah is a prime example.
- People oriented and introverted are referred to as Steady (S), "I like everyone to get along" my theme is don't rock the boat, no matter how bad it gets, for a role model consider Radar on MASH.
- Task oriented and introverted are referred to as Conscientious (C), "I prefer facts to emotion" think of Joe Friday, "Just the facts, Ma'am."

Here is an example of how this works. You have just hired a new salesperson most likely an (I) for your photocopier division. They should be great, they love people, love to talk and are always optimistic. Let's eavesdrop on their sales call.

Their client is a "C." The conversation will start off with some jokes and stories, and everyone likes a good laugh, 20 minutes gone, looking at prints from the copier and how great they are, 28 minutes gone and as the "C" looks at their watch and excuses themselves. The salesperson declares victory, after all they had a great time! Imagine if the salesperson had realized that they were talking to a "C", they could have had the same good laugh to start with but then moved into the hard cold facts about the copy machines, cost per page, maintenance costs, collected a list of questions from the buyer, and set up a follow-up meeting. Who do you think will get the sale?

Once you learn how to quickly tune your frequency to that of the receiver you will find greater returns from each and every conversation, at work and at home.

Here are some resources to help you on your journey Pam Smith at www.HappyPeopleEnterprises.com is a local DISC consultant or try these books: Positive Personality Profiles, You've Got Style!, Who Do You Think You Are Anyway?, Different Children, Different Needs, or one of my favorites Florence Littauer's Personality Puzzle. P.S. these tips also work in social settings as well!

John S. Benjamin, Business Coach and Strategic Business Owner of The Growth Coach located in Greeley. John's passion is to provide affordable coaching to Front Range Business owners, helping them to have more successful and balanced lives. For more information, questions or comments go to www.FrontRangeCoaching.com, e-mail j.benjamin@TheGrowthCoach.com or call (970) 346-0101

© 2007 John S. Benjamin - All Rights Reserved -

<http://www.FrontRangeCoaching.com>

Please ask permission before copying and redistributing this article. You may link to this article or post it providing you include copyright and author information.