

# Professional Selling with DiSC

## Introduction

Professional selling with DiSC is a sales strategy that applies the behavioral assessment methodology of DiSC to enhance the sales process. DiSC is a tool that aids salespeople in understanding both their own and their prospects' behavioral styles, enabling them to customize their sales strategy to meet the specific demands of each client. This strategy places emphasis on the significance of comprehending the customer's priorities and purchasing behavior and using that knowledge to establish rapport and trust.

Salespeople can enhance their communication abilities, forge closer bonds with clients, and ultimately close more deals by introducing DiSC principles into the sales process.

This course will examine the fundamentals of professional selling with DiSC and how they may be used to enhance the sales process.

## Key Learning Outcomes

By the end of the course, participants should be able to:

- Identify the principles of DiSC behavioral assessment and its application in professional selling.
- Identify and adapt to different behavioral styles of prospects and customers.
- Build effective communication and rapport with customers based on their DiSC profiles.
- Apply consultative selling techniques using DiSC principles to find the best possible solutions for customers.



## Duration

3 Days

## Target Participants

Managing Director, Chief Executive Officer, Executive Director as well as Sales and Marketing Directors, Managers, and Executives

\*For the complete course content and quotation, please reach out to us at [info@irs-training.com](mailto:info@irs-training.com) or [kavitha@irs-training.com](mailto:kavitha@irs-training.com).