

## DISC Style's Sales Approach Tendencies

### High C - Compliance

**Tends to Use An Analytical, Deliberative Approach**

Asking in a controlled, logical manner.  
Expecting the buyer to decide after all the facts are available and results have been projected.

### High D - Dominance

**Tends to Use a Direct, Results-Oriented Approach**

Telling in a strong, direct manner.  
Expects the buyer to quickly decide based upon key data and perceived benefits and results.

### High S - Steadiness

**Tends to Use a Supportive, Cooperative Approach**

Asking in a calm, accepting manner.  
Expecting the buyer to progress steadily toward a decision as the relationship develops

### High I - Influence

**Tends to Use An Expressive, Relationship-Based Approach**

Telling in an expressive, accepting manner.  
Expecting the buyer to be quickly influenced by the relationship.