

DISC: Salesperson and Buyer Behavior

DISC Style	Salesperson's Tendencies	Buyer's Tendencies
High D-Dominance	Direct, Results-oriented: Telling in a strong, direct manner. Expecting the buyer to quickly decide based upon key data and perceived benefits and results.	Telling what is wanted in a strong, direct manner. Deciding quickly when results are perceived, based upon key data and projected benefits.
High I-Influence	Expressive, Relationship: Telling in an expressive, accepting manner. Expecting the buyer to be quickly influenced by the relationship.	Telling about ideas and accomplishments in an expressive, accepting manner. Deciding suddenly after perceiving that the two of you are on the same frequency.
High S-Steadiness	Supportive, Cooperative: Asking in a calm, accepting manner. Expecting the buyer to progress steadily toward a decision as the relationship develops.	Listening with some expression of acceptance. Deciding after having heard enough facts to indicate that you clearly understand their needs and are prepared to meet them.
High C-Compliance	Analytical, Deliberative: Asking in a controlled, logical manner. Expecting the buyer to decide after all the facts are available and results have been projected	Listening in a controlled manner, asking key questions if needed. Deciding ultimately after all the facts are analyzed and the desired results are no longer in doubt.

Use the previous page and your [DISC Style Flash Card](#) to determine visual clues and specific communication tips for D.I..S.and C Buyers.

Style	Tendencies/ Observable Behaviors	Communication Tips
High D - Dominance		
High I- Influence		
High S- Steadiness		
High C- Compliance		