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Communication Styles

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In order to be a successful sales professional, it is of great essence to have excellent communication skills. Sales professionals can make use of the DISC profiles in order to identify the best way to approach a prospective client. The DISC tool can significantly assist a sales professional to develop the skills needed in carrying out his or her duties that include being in the position of quickly understanding and building rapport with clients, as well as, prospects. In reference to the DISC tool, a sales professional should expect to meet four types of clients. These are the Dominant (demanding and aggressive), Influencing (interactive and people-oriented), Steady (calculating and cautious), and Complaint (easy going and conforming) (Smalls, 2015).

There are four steps that one has to observe in order to be in the position of communicating effectively. The initial step is to comprehend that there are diverse behavioral styles for clients. Therefore, one cannot utilize the same marketing style for everybody and be successful all the time. The next step is for one to clearly understand his or her individual DISC selling style. The personal style has an effect in the manner in which one sells, hence the need of having a confident self-awareness (Smalls, 2015).

On top of one, knowing his or her sales style, there is the need to identify the sales style that one considers as the least comfortable. For instance, in the event it turns out that one is least comfortable with the D-style, then dealing with a D-style will turn out to be not only challenging but will also involve the use of much energy. In that regard, one will have to be laser-focused, as well as, at the top of his or her game (Smalls, 2015). The other step involves the identification of the style of the prospect. The last important step is getting to understand the manner in which to adjust the selling style for purposes of closing the deal. It has to be noted that anytime one is modifying his or her selling style, it is of great essence to prepare, as well as practice.

Reference

Smalls, B. (2015). *Servant Selling*. New York, NY: Bernard Smalls Companies.

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