

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS & EVENT DESIGN MEET

**Superpowers for Selling:  
Behavior Profiling that ROCK\$**

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**Agenda**

- In today's session, you will be totally rocked by:
  - Insight on your personal behaviors
  - Insight on your prospects
  - Your ability to gain trust & improve your relationships & your life
  - Easy 1-2-3 steps to close more leads you love

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**Learning Objectives**

- During this session, attendees will learn to:
  - Identify behavior profiles
  - How a prospect wants you to sell to them & earn their trust
  - How a prospect wants you to present info
  - How much info you present
  - How a prospect makes buying decisions
  - How to be an even more awesome sales superstar
  - How to take a full assessment test after the session

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## pace & focus

- D – Fast & Task - Control
- I – Fast & People – Excitement!
- S – Slow & People - Support
- C – Slow & Task - Logic

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## typical roles

- D – CEO or Sales
- I – Sales or Marketing
- S – Ops or General Manager
- C – Finance & IT

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<ul style="list-style-type: none"> <li>Direct</li> <li>Resolute</li> <li>Strong willed</li> <li>Results oriented</li> </ul>	<p>D I</p>	<ul style="list-style-type: none"> <li>Enthusiastic</li> <li>Optimistic</li> <li>Lively</li> <li>Passionate</li> </ul>
<ul style="list-style-type: none"> <li>Analytical</li> <li>Reserved</li> <li>Methodical</li> <li>Precise</li> </ul>	<p>C S</p>	<ul style="list-style-type: none"> <li>Well Balanced</li> <li>Accommodating</li> <li>Patient</li> <li>Modest</li> </ul>

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**DOMINANCE – Direct, Fast, Task**

- Support them, don't suck up
- Give information, then ask them for feedback
- Don't go personal, unless they do
- Disagree with facts only
- Focus on plans & ideas, not them
- Provide variety of options
- Get explicit agreement
- Respects power
- THEY WILL TEST YOU!

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**INFLUENCE – Fun, Fast, People**

- Ask about their ideas and thoughts
- Don't rush them to end conversation
- Unified with you
- Get their details ASAP
- Give them a follow up/summary
- Quick pace & entertaining
- Efficiency is key, before they lose focus

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**STEADINESS – Balanced, Slow, People**

- Enjoy the conversation, natural flow
- Be interested in them as a person
- Have them give their problems to you
- Disagree by sharing emotions, not facts
- Pace yourself, allow extra time
- Long term relationship support available
- BE THEIR SOUNDING BOARD!

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**CAUTIOUS – Precise, Slow, Task**

- Give all info up front, as much as you have/can
- Be on time, systematic, prepared
- Reserved gestures, professional & polished
- Pro / Con list is great tool
- Give them time to process, follow up asking for additional questions
- Guarantees are positives
- No gimmicks
- QUESTIONS, QUESTIONS, QUESTIONS!

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**a word about  
d's & c's**

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**love letters**

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**sales headers & subject lines**

- 10 Tips for Hiring the right photographer
- See what our clients say!
- Learn about our money-back guarantee
- Featured on Brides.com & TheKnot.com
- Contract Enclosed for Walker Wedding
- Only 1 Spot Left!
- 10% of proceeds go to American Heart Association
- Click here for our new 2017 Style Guide
- Member of The Knot, Wedding Wire & NACE
- So awesome meeting you!!!
- Thank you for your time – Info for your review






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**fear**






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**Why so serious?**

- D – Being taken advantage of
- I – Social rejection
- S – Loss of stability
- C – Making ill informed decision






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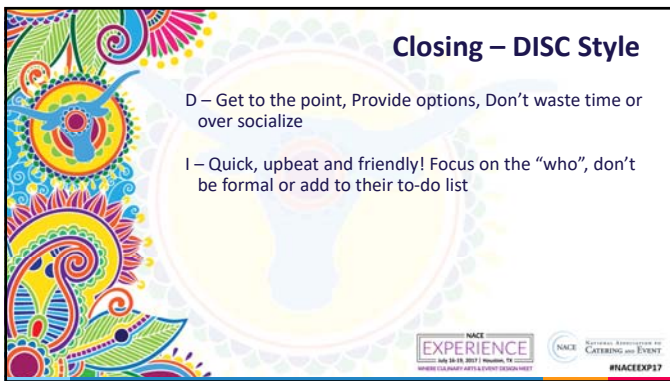
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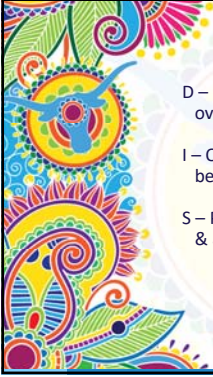
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### Closing – DISC Style

- D – Get to the point, Provide options, Don't waste time or over socialize
- I – Quick, upbeat and friendly! Focus on the "who", don't be formal or add to their to-do list
- S – Patient, stellar service, focus on the "how", don't rush & always follow up

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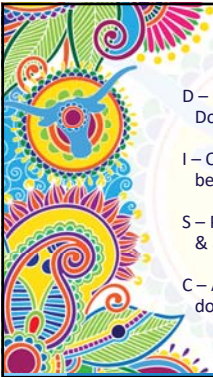
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### Closing – DISC Style

- D – Get to the point, Provide options, focus on the "what", Don't waste time or over socialize
- I – Quick, upbeat and friendly! Focus on the "who", don't be formal or add to their to-do list
- S – Patient, stellar service, focus on the "how", don't rush & always follow up
- C – Accurate info, focus on the "why", prove your quality, don't be social & disorganized

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free DISC assessment test



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### Summary

- DISC behavior profiling = totally awesome
- Pace & Focus = keys to identifying – Adjust them!
- Ideal clients expect you to behave like \_\_\_\_\_
- Communication that gets results – choose wisely
- How to take DISC assessment for FREE!
- Rachel is an IDS that wants to be your BFF4EVER & wishes we could all go get bottomless mimosas right now

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### better together

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### Q&A

• Continue the conversation!

- Follow @NACENational, use hashtag #NACEEXP17

For more resources on this topic, visit [www.nace.net](http://www.nace.net)

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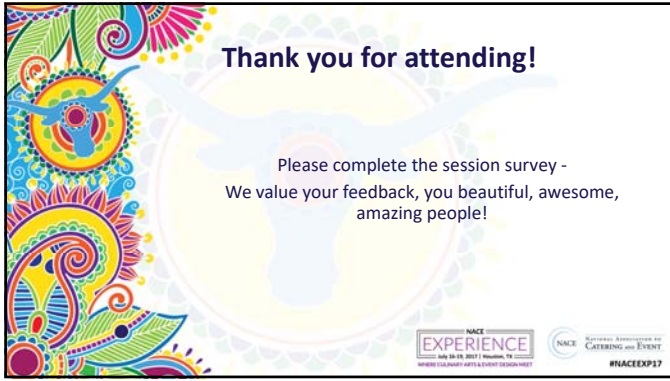
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