



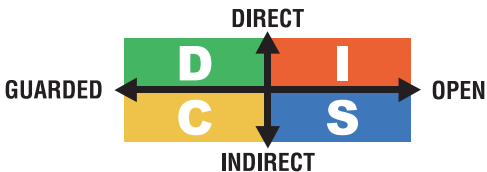
by Dr. Tony Alessandra

Guarded Behaviors

- Prefers to keep personal feelings private, sharing them only when necessary
- Conversations stay on subject; Speaks in specifics (cites facts and examples)
- Makes decisions primarily on facts and evidence
- Body language and facial expressions are somewhat difficult to read
- Prefers getting tasks completed before socializing with others

Open Behaviors

- Finds it easy to share and discuss personal feelings with others
- Makes decisions primarily on feelings and/or opinions from others
- Conversation includes many digressions; Goes with the flow
- Body language and facial expressions are rather easy to read
- Prefers to socialize with others before getting tasks started



Direct Behaviors

- Usually eats, walks and talks at a faster-than-average pace
- Prefers completing as many things as possible as long as they're "Good enough"
- Usually reacts quickly when faced with new situations or decisions
- Tends to talk more than listen
- More likely to be impatient

Indirect Behaviors

- Usually eats, walks and talks at a slower-than-average pace
- Prefers completing things as well as possible regardless of how long it takes
- Usually reacts slowly when faced with new situations or decisions
- Tends to listen more than talk
- More likely to be patient

COMMUNICATION STRATEGIES

D

- Focus on the task; be prepared and organized.
- Explore their desired results and time constraints.
- Emphasize results, efficiency, and making money.
- Provide options with cost/benefit summary; makes decisive decisions.

I

- Show enthusiasm; let them set the pace
- Explore their motivations and dreams.
- Emphasize uniqueness, prestige, and saving effort.
- Provide testimonials and incentives; makes spontaneous decisions.

S

- Talk warmly and informally; focus on building trust.
- Explore their work and relationship needs; ask tactful, open-ended questions.
- Emphasize harmony, safety, teamwork.
- Provide direction and assurance; make collaborative decisions.

C

- Avoid social talk; appeal to their logical side.
- Explore their expertise, objectives and concerns.
- Emphasize accuracy, quality, and reliability; present obvious disadvantages.
- Provide documentation of all relevant options; make deliberate decisions.

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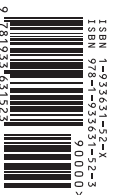
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BEHAVIORAL STYLES SUMMARY

D I S C

Strength:	Leadership	Persuading	Listening	Planning
Weakness:	Impatient	Disorganized	Indecisive	Perfectionist
Irritation:	Indecision	Routine	Insensitivity	Unpredictability
Under Stress:	Dictatorial	Sarcastic	Submissive	Withdrawn
Decisions:	Decisive	Spontaneous	Consultative	Deliberate
Seeks:	Productivity	Applause	Acceptance	Precision
Needs:	Control	Approval	Friendships	Thoroughness
Fear:	Being Hustled	Rejection	Sudden changes	Criticism
Motivator:	Winning	The Chase	Involvement	The Process
Goal:	Control	Recognition	Stability	Accuracy
Needs To Know:	What it does/ When/ Cost	How it enhances status/visibility	How it will affect them personally	How they can justify it logically
Do It:	Rapidly	Dynamically	Friendly	Precisely
Save Them:	Time	Effort	Conflict	Face
Support:	Goals	Ideas	Feelings	Procedures
Focus On:	The Results	Interaction	Communication	The Process

COMMUNICATION TIPS

D I S C

For Decisions, Provide:	Options with analysis	Testimonials and incentives	Personal assurances	Data and documentation
Likes You To:	Get to the point	Be stimulating	Be pleasant	Be precise
Behave:	Businesslike	Enthusiastically	Personally	Seriously
At Play Be:	Competitive	Spontaneous	Casual	Structured
Use Time To:	Act efficiently	Have fun	Build trust	Be accurate
Write:	Concisely	Dramatically	Friendly	Detailed
On The Phone Be:	Succinct	Playful	Chatty	Organized
Under Stress, May Appear:	Critical, blunt, and uncooperative; they want control	Impulsive, sarcastic and demanding; ignores facts	Hesitant or apologetic; but internalizes dissatisfaction	Hurt and withdrawn; may leave; recites order of events
To Reduce Stress, Provide:	Tangible evidence of progress; let them feel they have control	Personal attention; make them feel important; interact with them	Assurances that you'll iron out the problem; draw them out in a friendly way	A detailed description of what you'll do; commend their thoroughness
To Assure Customer Satisfaction, Salespeople Should:	Provide reminders of your track record; resolve problems immediately	Have regular fact-to-face contact; Spare them time, effort, and complications	Practice consistent followthrough; be in touch regularly and be available when needed.	Set a specific timetable for ongoing communications; be clear about their success criteria