

Case Studies

Peter Thiss

Many Inscape Distributors confront the dilemma that time creates. Should they spend more effort honing their facilitation technique, or should they expend energy building their business? For distributor Peter Thiss, an elegant solution to the time crunch arrived in the form of *Everything DiSC® Sales*.

“I didn’t have to invest lots of prep time, even for a facilitation of 50 people,” Thiss says of *Everything DiSC Sales*. “And I could use the extra time to help me connect with the client.”

Thiss had a half-day session in which to teach a group of salespeople about the importance of adapting their behaviors to meet the needs of their customers. He says that the structure and pacing of *Everything DiSC Sales* helped him to keep the session on track. Thiss adds that the video component of the program helped the participants see the key points quickly.

“They thought the video was very interesting and visual,” Thiss says. “And they felt like they were learning a lot in very little time.”

In addition to saving time and alleviating stress, *Everything DiSC Sales* was an ideal fit for the facilitation, Thiss says, because the salespeople were mostly high-i individuals and the organizational culture was fast-paced. He points out, however, that the facilitation works regardless of the makeup of the participants.

“It seems to appeal to salespeople of all types,” Thiss says. “When we went over the feedback, we discovered that over three-quarters of the participants ranked the program as great to excellent, the highest levels.”

Thiss adds that he looks forward to using *Everything DiSC Sales* again because it was easy to facilitate and received a great response from the participants. But he says that the effectiveness of the program is its real value.

“One salesmen at the facilitation said, ‘I’m going to use this information immediately with a tough customer who I just couldn’t talk to before,’ ” Thiss says. “So clearly the facilitation went over well.”

Thiss says that the appeal of *Everything DiSC Sales* is its user-friendly structure combined with the powerful insights that it provides. He adds that having such little prep time could have been a problem for him, but that the program came through.

“To come in and use something I had never used before and have it get such smashing results is just great,” Thiss says.



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