

Case Studies

Jim Weaver

Once salespeople have spent time in the field, they are tempted to believe that they have seen it all and have little to learn from formal instruction. But that mindset could be counterproductive, says Jim Weaver, a trainer with a financial-services company who took part in a recent train-the-trainer session that featured *Everything DiSC® Sales*.

“When you first start out in sales, you haven’t had any failures yet,” Weaver says. “So something like *Everything DiSC Sales* may actually be better for experienced salespeople, because they can line it up with their time in the trenches.”

Weaver says that the facilitation helps salespeople understand why they encountered difficulties with some customers and, furthermore, that these issues are seldom the result of chance. He says that DiSC gets salespeople to see that different communication styles exist, and that these differences can be the deciding factor between success and the inability to gain the customer’s commitment. He adds that this insight often comes as a surprise to veteran salespeople.

“They say to themselves, ‘Now why didn’t I make that sale?’ ” Weaver says. “Then they find out about DiSC, and they say, ‘OK, I see it now.’ ”

According to Weaver, the video component of *Everything DiSC Sales* helps drive these points home. By showing the consequences of failing to meet the customer’s priorities, Weaver says, the video illustrates how even minor differences in communication approaches can have negative effects. He says that the scenarios on the video help salespeople apply the DiSC theory to their real-life experiences.

“A lot of salespeople relate to the situations in the video,” Weaver says. “It directly links their styles to the challenges they may be facing in the field.”

Weaver says that in addition to helping salespeople see what they may have done incorrectly in the past, the facilitation allows participants to discover how they can improve their communication with customers in the future. He believes that by pointing out their limitations and, more important, building upon their strengths, *Everything DiSC Sales* can convince even experienced salespeople that they can continue to evolve and become more effective at their jobs.

“It’s an entertaining way to explain the problems they may have faced in the past,” Weaver says. “But it also helps them make improvements to become better salespeople.”



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