

Buyers Behavioral Tendencies

	D	I	S	C
Buying Method	Quick decider, strong ego, prefers new and practical	Impulsive from feelings and appearance, wants approval	Slow decider, wants friendship and tradition	Cautious decider, wants details
Attracted to	Innovative Products	Showy Products	Traditional Products	Proven Products
Orientation	Multitasking entrepreneur	Socializer and storyteller	Family oriented/ shy	Suspicious/ Value oriented
Looks for	Appreciates innovative design	Wants to try things out	Wants the "known" over the "new"	Looks for inaccurate statements

Approaching a Buyer

	D	I	S	C
How to Present	Present the high points and the bottom line	Present energetically to make best impression	Pace your approach and take it easy	Present proof, results and background
What to Provide	Services that take care of details	Personalized follow-up and service	Statistics and demonstrate reliability	Rational unemotional testimonials
Driven by	Solutions	Emotion	Relationship	Quality

Would you like to bring EBC DISC to your organization?

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