

***The “I” in DISC stands for “Influencing.”
Here are some tips when talking to the Influencing Prospect.***

Keys to Communicate:

- 1 – They are enthusiastic, sincere, trusting, open-minded and confident. You will relate well by emulating these same qualities.
- 2 – The surest way to lose this person is arguing or being negative. Being optimists, they like positive people and atmospheres.
- 3 – Be free with your approval, acceptance and support of them. Your recognition will also be very important.
- 4 – They have a natural, built-in need for open friendly communication which allows them to verbalize and display their emotions. Do not ignore, criticize or stifle this need as they are easily embarrassed.
- 5 – Stick to the outline but be prepared for any interruptions. Be patient. They are people oriented and love to talk. Let them. If you “cut them off” too quickly or too often, they see it as disapproval or rejection.
- 6 – Encourage, accept and answer all questions. However, since they like to talk, they may answer most of their own questions. When you do have a chance to respond, remember they like colorful, positive, enthusiastic answers.

What to Stress with the Prospect:

- 1 – People oriented company. Everyone works as a team. Develop sound relationships and sincere friendships throughout the company, your unit and your customers.
- 2 – Freedom of expression. People to talk to and people who love to have you talk to them. We love to give and receive love from one another. There is strong emotional support.
- 3 – Positive, motivational atmosphere. We like fun, enthusiasm and entertaining people. No negativity, only optimism. No arguing. We promote democracy.
- 4 – Public recognition to acknowledge your achievements and ability. This company knows who you are and wants the world to know too. Their goal is prestige and popularity for you and throughout your career.
- 5 – Lavish appreciation. Personal letters from the company, diamonds, cars and MONEY to name a few.

Examples of questions to ask:

- 1 – “Mary Kay looks for people who love people and are willing to give them emotional support. Would you feel at home in a company with these expectations from you?”
- 2 – “You are such a polished, optimistic and open-minded person. Can you see the impact you would have on people in Mary Kay?”
- 3 – “Our company believes in giving their people lots of prestige, recognition and prizes – like Cadillacs. Could you get excited about winning the use of a free car?”

Closing the Prospect:

The ***Influencing*** Prospect is confident, trusting and impulsive. They like to get things done quickly and seldom procrastinate. Because of these qualities, plus the fact that they are eager to please (wanting your friendship), you can usually close them after the interview.

If for some reason this does not happen, set up a time to follow-up and obtain a decision. Since these people need priorities and deadlines, leave them with these words: “_____, the deadline for this decision is (48 hours). Please make this a priority right now. I am eager for us to begin working together as friends, aren’t you?”

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