

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

Keys to Communicate:

1 – They are well disciplined and dislike uncontrolled emotions. You will relate well by emulating these same qualities.

2 – Do not ask highly personal or blunt questions as this person is sensitive, unconfident and fears criticism.

3 – Stick to the outline. Perfectionists like a precise systematic presentation.

4 – Be an authority. They comply with and admire authority, seeing this as being like themselves.

5 – They have a natural, built-in need for proof and credibility. You must supply them with references and facts in print to eliminate their skepticism.

6 – Encourage, accept and answer all questions. They want and need to know “how.” Offer an exact career description with details, explanations and more explanations.

What to Stress with the Prospect:

1 – You’ll be part of a team (your unit) yet you work independently. Personal efforts count in both team and individual achievements.

2 – Personal attention. You are important. Our company sincerely appreciates you. Credit received for consistency, thoroughness, long service and personal productivity.

3 – Personal and professional growth, people and specialized skills development, plus opportunity to work on educational level.

4 – Company with high expectations. Adherence to established rules and standards.

5 – Detailed directions and training. Traditional, standard operating procedures. Systematic, precise approaches. Controlled circumstances – “Do this, you will get that.” Quality products and product guarantee to both you and the customer.

Examples of questions to ask:

1 – “Our training is exact, precise and detailed. It is aimed at professional development on an educational level. Are you willing to comply with this type of perfectionist approach to training?”

2 – “Would you feel comfortable working for a company with established standards and expectations?”

3 – “Traditional operating procedures and systematic approaches are the backbone of Mary Kay’s success. Could you perform in this type of working atmosphere?”

Closing the Prospect:

The **Compliant** Prospect is skeptical and very suspicious. They do not make quick decisions. Therefore, a “2-part interview” is most often necessary.

Part I – Hold the interview. Provide details, facts, explanations and answer questions. Leave printed material for them to read, analyze and check for accuracy.

Part II – Set up a time (within 48 hours) to follow-up and obtain decision.

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