

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

Keys to Communicate:

1 - Their behavior is well disciplined, conservative and restrained. You will relate by emulating these same qualities.

2 – Often appearing bored, they are really very good listeners and very patient. You will have to “draw them out” by asking questions.

3 – Stick to the outline, as they like a systematic, packaged presentation.

4 – They have a natural, built-in “safety-seeking security” factor. You must help them feel security for this new venture.

5 – Their need for a predictable, secure, low-risk (or non-risk) situation means you will need to supply them with guarantees, reassurance, facts and proof.

6 – Encourage, accept and answer questions. They want and need to know “why.” Your details and explanations establish their security and your credibility.

What to Stress with the Prospect:

1 – Time with family and minimal work infringement on home life. Family-oriented company that believes in God (Faith)^{1st}, family ^{2nd} and career ^{3rd}.

2 – You are important. The company sincerely does appreciate you. Recognition and credit for consistency, personal productivity and long service.

3 – Teamwork is important. Your team is your unit. Co-operation rather than competition is stressed. Your efforts contribute to a team/unit achievements.

4 – Personal attention. “Friendship first” company. Loyal to their people. Mary Kay’s “P&L” is people and love, not “profit & loss.”

5 – Personal and professional growth plus the development of people skills. Opportunity to work on an educational level with associates of equal competence.

6 – Low risk (or non-risk) career opportunity. Traditional company procedures. Standard training & proven guidelines. Structured approaches. Quality products & product guarantee to both you & the customer.

Examples of questions to ask:

1 – “Mary Kay is a family-oriented company. Mary Kay believed in minimal work infringements on one’s home life. Could you be happy with this philosophy?”

2 – “Our training program stresses patience and consistency. It also prepares you to work on an educational level. Can you see the benefits of such an approach to training?”

3 – “Would you feel comfortable working in a predictable, controlled environment?”

Closing the Prospect:

The ***Security*** (or ***Steadiness***) Prospect is slow to change. Sudden unplanned changes frighten them. They need time to adjust to change. Therefore, a “2-part interview” is often most required.

Part I – Hold the interview. Provide guarantees and reassurances. Leave printed material for them to read at leisure. This takes the pressure off them.

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

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