

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

Keys to Communicate:

1 - Their behavior is direct, assertive, blunt and confident. You will relate by emulating these same qualities.

2 – Mistrusting, they fear being taken advantage of or used. To overcome this, questions must be encouraged, accepted and answered. Do this in a direct, determined, bottom-line manner.

3 – Ego strength is extremely high, resisting any personal criticism. They become stubborn when told what to do and try to make their “own” rules or ask for exceptions. Don’t let them.

4 – Stick to the outline and keep it short. They easily become restless, impatient and bored. Plus, they really dislike details.

5 – Let them talk. They have a natural, built-in “power & control” factor. Talking allows them to “feel” in control and reinforces their high ego strength.

6 – This person is the strongest and most forceful of the four personalities. To win them over you must be forceful enough to earn their respect. Stand firm. Do not back down. They do not respect “soft” people.

What to Stress with the Prospect:

1 – Own boss. You are in charge of your own business, an independent business woman. Gives you the power, control and authority to make own decisions and act upon them.

2 – New and varied activities. Impossible to become bored In Mary Kay. The Company is always offering exciting changes and personal challenges, which brings lavish accomplishments.

3 – Result oriented company. “When you do this, the results will be this.” The Company’s goal for you is immediate results and problems solved quickly.

4 – Prestige & recognition. This Company knows who you are and wants the world to know it too. You are recognized for your position, leadership and accomplishments.

5 –Advancement opportunities. Star Recruiter to Sales Director and the ultimate position of National. Advance on own merit and effort, on your own time schedule.

6 – High income potential and material rewards, such as diamonds and cars.

Examples of questions to ask:

1 – “You are such a determined, self-reliant and strong person. Can you see the impact you would have on people in Mary Kay since you’d move into a leadership position very quickly?”

2 – “Our training program is full of personal challenges and difficult assignments. Could you handle this type of training?”

3 – “Mary Kay believed in working with people who are brave, independent and dislike being told what to do by other people. Would you feel at home in a company with these expectations?”

Closing the Prospect:

The ***Dominance*** Prospect is a brave, risk taker who likes quick decisions with little deliberation. Therefore, you can usually close them after the interview. If for some reason this does not happen, set up a time (within 48 hours) to follow-up and obtain a decision.

Leave them with these words: “_____, I’m challenging you to a decision within (48 hours). You’re a leader, so let’s start your leadership training soon.” (They like challenges.)

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