

# DISC PERSONALITY STYLES - As Taught by Bill Cantrell

Understanding the "Interviewee" allows you to tailor your Presentation to meet Her needs! By using the Personality Styles to gain a better understanding of yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

## Dominance Style

### Characteristics of the Dominance Style

1. Results Oriented
2. Makes Quick Decisions
3. Controls People
4. Power of Authority

### How to deal with the Dominance Style:

#### Communication

- ♥ Short Interview presentation
- ♥ Let them do the talking

#### Benefits They Will Be Interested In:

- ♥ They want to "Do It Big, Do it Quick"
- ♥ Management Opportunities (Directorship, NSD)
- ♥ High income potential, independence

#### Their Greatest Fear Is:

- ♥ Being taken advantage of

#### Questions to ask them:

- ♥ "What past management experience have you had?"

- ♥ "What are your qualifications for management?"

## Influencing Style

### Characteristics of the Influencing Style

1. People Oriented
2. Love to talk
3. Motivational
4. Enthusiastic

### How to deal with the Influencing Style:

#### Communication

- ♥ Long interview presentation
- ♥ Relationship building
- ♥ Let them do the talking

#### Benefits They Will Be Interested In:

- ♥ Recognition
- ♥ Impact on People
- ♥ Seminar/Prizes

#### Their Greatest Fear Is:

- ♥ Loss of Social Recognition

#### Questions to ask them:

- ♥ Can you see yourself (Pink car, Director, Diamonds, Queens Court)

- ♥ Impact on people

## Steadiness Style

### Characteristics of the Steadiness Style

1. Family Oriented
2. Loyal
3. Slow to change
4. Security

### How to deal with the Steadiness Style:

#### Communication

- ♥ 2 part interview process
- ♥ You share facts
- ♥ Build credibility

#### Benefits They Will Be Interested In:

- ♥ Guarantee
- ♥ Time with family
- ♥ Training/ Support

#### Their Greatest Fear Is:

- ♥ Loss of Social Security

#### Questions to ask them:

- ♥ "Would you be able to work a proven system that has worked for thousands of others?"

- ♥ "Are you consistent?"

## Compliance Style

### Characteristics of the Compliance Style

1. Detail Oriented
2. Perfectionist
3. Critical (Self)
4. Analytical

### How to deal with the Compliance Style:

#### Communication

- ♥ 2 part interview process
- ♥ You share facts
- ♥ Build credibility

#### Benefits They Will Be Interested In:

- ♥ Financial statements
- ♥ Annual Reports
- ♥ Fact in Print

#### Their Greatest Fear Is:

- ♥ Criticisms to their work.

#### Questions to ask them:

- ♥ If you have a Step-by-Step plan and answer to your questions, could you learn the business? ((Pink car, Director, Diamonds, Queens Court)

## Questions to Lead into the Interview

1. "Tell me a little bit about yourself or your situation?"

- ♥ D - Will tell you're their accomplishments
- ♥ I - Will tell you who they know
- ♥ S - Will tell you about their Family
- ♥ C - Will ask, "Why, what do you want to know?"

2. "What do you like most/least about what you do? (Narrowing the Menu" - gives insight to what they will like about Mary Kay.)

3. "Describe for me the ideal Career and Lifestyle situation for you if you could have it the way you want it?" These questions will give you insight to their D I S C Personality Style and will let you know what to include so that you can customize her interview to meet her needs.