

DISC Behavior Clues Cheat Sheet for Customer Service

Speaking speed and speaking style are clues to satisfying the behavior style needs of your customers and clients.

1. Identify speaking speed
2. Identify speaking style
3. Satisfy behavior style needs

Fast Speaking High D

Fast Speaking High D Needs High Points

Speaking Style

Moderate change in pitch
Little chit chat
A tendency to interrupt
Purposeful gestures

High D Customer/Client Do's

Business atmosphere
No touching beyond a handshake
Face to face positioning
High D customer controls the discussion
No jokes unless the High D customer tells them
High point responses to their arguments
Their options for choosing a product or service
What the product or service will mean for their success or profits
Some kind of win for the High D during the sale

D for Dominance Characteristics

Needs to be in control
Looks for results
Wants to know how anything will affect their success

High D Customer/Client Don'ts

Easygoing atmosphere
Telling jokes
Frequent touching
Side by side or angled positioning (forming a corner)
Taking control of the discussion
Ignoring their arguments
Telling them what to do
Saying what interests you about the product or service
Acting as if you're superior to the High D customer

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Fast Speaking High I

Speaking Style

Dramatic changes in pitch
Lots of chit chat
Some interruption
Dramatic body language

Fast Speaking High I Needs High Points

High I Customer/Client Do's

Friendly, joking atmosphere
Warm handshake and touches on the arm
Side by side positioning
Time for the High I to tell a story
Recognizing their status and ideas
Acknowledgment of their efforts and accomplishments
Questions that let them show off a bit
Respectful manner
How the product or service affects people
Follow up calls to ask how they like the product or service

I for Influence Characteristics

Needs prestige
Looks for recognition
Wants to know how anything will affect their status

High I Customer/Client Don'ts

Business atmosphere
Short handshakes, keeping a distance
Face to face positioning
Stopping the High I from telling a story
Ignoring their status and ideas
Ignoring their efforts and accomplishments
Giving them no chance to express pride in their accomplishments
Discounting them
Focusing on technical details
Forgetting them after they walk out the door

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Slow Speaking High S

Slow Speaking High S Needs Details

Speaking Style

Some change in pitch
Listening rather than talking
A tendency to be hesitant
Close to the body arm movements

High S Customer/Client Do's

Easygoing atmosphere
Light handshake
Angled positioning (forming a corner)
Time to build trust with small purchases before making a big purchase
Focus on personal relationships, including introductions to other people in your business
Assurances that you are listening to their needs
Facts that answer their questions and are based on logic
Details about reliability and service
Time to think without pressure
Follow up calls to ask how they like the product or service

S for Supportiveness Characteristics

Needs to maintain their important relationships
Looks for attention
Wants to know how anything will affect their important relationships

High S Customer/Client Don'ts

Business atmosphere
Hard handshake
Face to face positioning
Offering them only expensive products or services
Talking only about the product
Ignoring their needs to offer something you want to sell
General statements about reliability and service
Pushing the High S customer to buy quickly
Forgetting them after they walk out the door

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Slow Speaking High C

Slow Speaking High C Needs Details

Speaking Style

Very little change in pitch
Precise pronunciation
Asking questions
Few gestures

High C Customer/Client Do's

Friendly business atmosphere
No touching beyond a short handshake
Face to face positioning
Distance that gives them their own space
Respect for their time by making every minute matter
Printed materials showing facts, figures, and proof
Acknowledging their skepticism
Detailed answers explaining both positive and negative aspects of the product or service
Time to think before making their decision

C for Conscientiousness Characteristics

Needs to follow procedures
Looks for accuracy
Wants to know how anything will affect their need for logical explanations

High C Customer/Client Don'ts

Easygoing or joking atmosphere
Frequent touching
Side by side or angled positioning (forming a corner)
Standing close to them
Wasting their time with disorganization and uncertainty
No printed materials about the product or service
Blowing off their skepticism
Glossing over negatives and giving only generalizations about positives
Pushing the High C customer to buy quickly