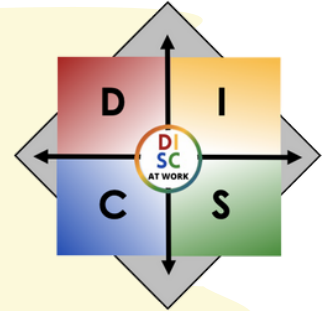


Coaching Your Team to Tailor Their Communication

WHITEHOUSE
Coaching & Training

In today's sales environment, one-size-fits-all communication simply doesn't work. Each customer brings a different combination of DISC behaviours — some want speed and directness, others prefer detail, rapport, or structure. The most successful salespeople recognise these cues and adapt their pace, tone, level of detail, and approach to match the customer's preferred style. When they do, conversations feel easier, trust builds faster, and customers gain clarity and confidence.

No one is purely one colour; we're all a blend. The key is learning to recognise which traits are most visible in different people and situations.



General Characteristics

Tenacious

- Bold
- Challenges the status quo
- Goal orientated
- Independent
- Strong-willed
- Problem solvers

Dominant

General Characteristics

Commanding

- Bottom line focus
- Decisive
- Demanding
- Determined
- Driven
- Forceful

Dominant

General Characteristics

Efficient

- Competitive
- Direct to action
- Fast-paced
- Practical
- Prompt
- Quick to react

Dominant

Communication Do's

- Don't make it personal
- Focus on results
- Get to the point
- Highlight the benefits
- Stick to the facts
- Talk about the 'what'

Dominant

Communication Don'ts

- Be too social or jovial
- Focus on problems without solutions
- Make generalisations
- Make unsupported statements
- Ramble or repeat yourself
- Take too long to decide

Dominant



General Characteristics

Charismatic

- Charming
- Emotional
- Friendly
- Funny
- Generous
- Playful
- Sociable



General Characteristics

Engaging

- Cheerful
- Enthusiastic
- Impulsive
- Influential
- Interactive
- Optimistic
- Positive



General Characteristics

Raconteur

- Big-picture thinker
- Charismatic
- Expressive
- Imaginative
- Storyteller
- Talkative



Communication Do's

- Keep the environment positive
- Let them verbalise thoughts and ideas
- Make sure details aren't overwhelming
- Share testimonials
- Would rather talk than write



Communication Don'ts

- Ask them to support their statement
- Do all the talking
- Eliminate the social time
- Interrupt or ignore them
- Reject their thoughts and ideas
- Tell them what to do



General Characteristics

Team Player

- Charming
- Emotional
- Friendly
- Funny
- Generous
- Playful
- Sociable



General Characteristics

Calm

- Easy going
- Genuine & authentic
- Low key personality
- Modest
- Relaxed and reliable
- Stable
- Steady



General Characteristics

Emotional

- Likeable
- Loyal
- Sensitive
- Sentimental



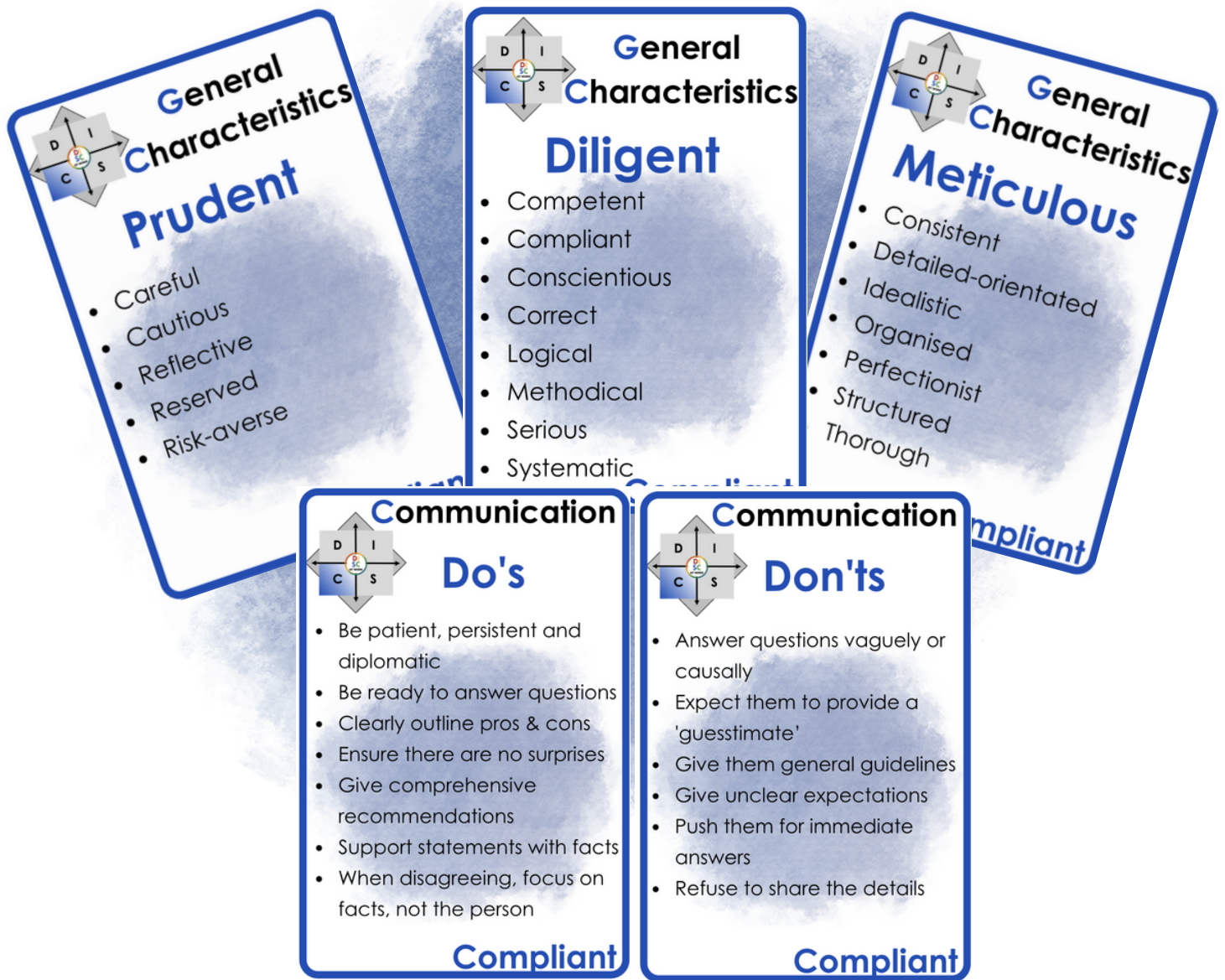
Communication Do's

- Be personable and agreeable
- Clarify their roles and what is expected
- Express a genuine interest in them
- Give them time to adjust to the change
- Provide personal assurances

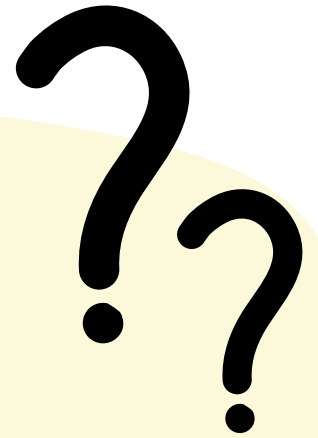


Communication Don'ts

- Be aggressive
- Be fake or insincere
- Be impolite or rude
- Be overly demanding or abrupt
- Push or pressure them
- Seek confrontation



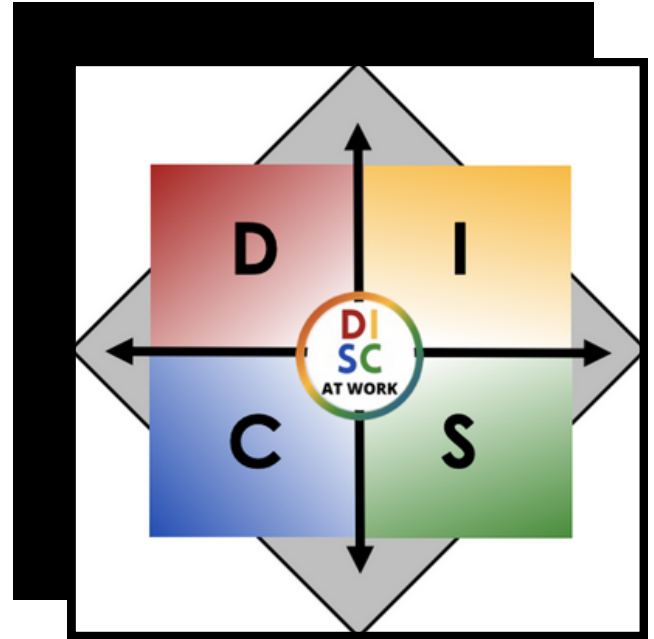
Coaching Questions to Tailor Communication Using DISC



- “Which DISC style does this customer most resemble?”
- “How can you adjust your pace, tone, or detail to match them?”
- “What do they need from you to feel comfortable and understood?”
- “Which behaviours should you dial up or down for this style?”

DRIVING SALES ✦ SUCCESS THROUGH DISC INSIGHTS

Using DISC as a framework, this workshop links personality insights directly to the sales process, providing a powerful tool to enhance how sales teams approach prospects, build relationships, and close deals. DISC focuses on individual communication styles and behaviours, offering insights that help sales professionals better understand themselves and their customers.



Benefits

- 1 Increased self-awareness in sales interactions.**
- 2 Improved understanding of customer behaviour and preferences**
- 3 Better communication and relationship-building techniques.**
- 4 Enhanced sales performance and team collaboration.**
- 5 Practical tools to manage stress in high-pressure situations**

Discover Your DISC Advantage: A One-Day Sales Workshop

Unlock the power of DISC to elevate your sales process and drive results. This one-day workshop will:

- Provide a personalised DISC profile for each participant.
- Help your team understand and adapt their selling style to meet customer needs.
- Equip your sales team with practical strategies to improve prospecting, communication, and closing.
- Offer tools to build stronger relationships with clients and colleagues.

BUILDING BETTER TEAMS THROUGH SELF-AWARENESS



Lumina Spark provides a personalised portrait of your whole personality. It speaks directly to people, providing a report uniquely about them as individuals - not about people who are similar to them. The model is simple to understand yet contains great depth by directly measuring 72 personality qualities. This is why Lumina Spark is the choice of so many organisations for selection, training and development.



Benefits

- 1 Increased self-awareness
- 2 People working better together, creating better results
- 3 Improved working relationships and productivity
- 4 Improved understanding of how to cope with stress

Discover Your Inner Spark: A One-Day Lumina Spark Workshop

Unlock the power of self-awareness with Lumina Spark, a transformational experience designed to reveal your team's unique personality and potential.

This one-day workshop will:

- Provide a personalised portrait of each of the team..
- Help them increase their self-awareness and unlock hidden potential.
- Equip the team with tools to cope better under pressure.
- Offer practical strategies to improve communication, teamwork, and leadership.

