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Motivation Dynamics

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DiSC[®] Action Planners

Turn Insight into Action

Take DiSC learning to the next level!

If your organization has experienced DiSC[®] through the *Personal Profile System*[®] or another of Inscape Publishing's premier DiSC-based learning instruments, extend the power of DiSC with Inscape's DiSC Action Planners. DiSC Action Planners are research-based learning instruments that help people take the insights gained from DiSC and apply them to specific business applications. Available online and on paper, DiSC Action Planners are designed for sales, customer service, management, and telephone professionals. These concise, four- to six-page action planners focus on DiSC behaviors to help people interact effectively with others and develop plans for achieving their goals.

DiSC[®] Sales Action Planner



Sales professionals use this action planner to uncover the DiSC behavioral style of a potential client or an existing customer. The *DiSC Sales Action Planner* provides insight into the goals, fears, basis for buying, and sales preferences for each prospect based on his or her DiSC profile. Sales people then use this information to:

- create successful sales strategies
- increase client receptivity
- tailor their sales presentation
- negotiate effectively
- close the sale
- maintain positive client relationships

DiSC[®] Customer Service Action Planner



Customer service professionals use this action planner to identify a customer's DiSC behavioral style and develop appropriate responses to better meet that customer's needs. The *DiSC Customer Service Action Planner* provides insight into the goals and fears of each customer based on his or her DiSC profile. Customer service staff members then use this information to:

- increase customer satisfaction
- create a successful service plan
- put the customer at ease
- successfully address customer concerns
- strengthen the customer/service relationship
- gain customer loyalty

DiSC® Action Planners

(continued)

DiSC® Management Action Planner



Effective managers use the DiSC® *Management Action Planner* to identify a team member's DiSC behavioral style and adjust their management approach to more effectively interact with the person based on his or her DiSC profile:

- Directing – use when the person has few skills and high motivation.
- Coaching – use when the person has some skills and low motivation.
- Supporting – use when the person has many skills and some motivation.
- Delegating – use when the person has many skills and high motivation.

DiSC® Managing Performance Action Planner



Managers and supervisors use this action planner to identify an employee's DiSC behavioral style. The DiSC *Managing Performance Action Planner* provides insight into the employee's goals and fears based on his or her DiSC profile. Managers then use the information provided to adapt the approach they use to manage the employee's

performance for increased productivity:

- Direct – use when the person is willing and needs ability.
- Supportive – use when the person is able and needs willingness.
- Combination – use when the person has some willingness and some ability.
- Empowering – use when the person is both willing and able.

DiSC® Talk! Action Planner



Customer communication is critical to success, whether the challenge is collections, fundraising, help desk support, telemarketing, or telephone sales. The DiSC *Talk Action Planner* helps telephone professionals identify a person's DiSC behavioral style while speaking with him or her on the phone. They then use the information provided to:

- communicate more effectively
- increase customer satisfaction
- use the appropriate tone of voice
- best respond to concerns
- gain commitment
- learn the best way to follow up

Common Workplace Issues. Uncommon Results.

Individual differences are key to the success of your organization. Yet these vital differences can also lead to common workplace issues. Stress. Conflict. Low productivity. Ineffective leadership. Resistance to change. So how do you solve common problems among unique individuals? With Inscape Publishing's self-directed learning instruments. Our tools are based on the belief that individual awareness is key to organizational success. Organizations like yours use Inscape's resources to provide a common language, helping people capitalize on differences to achieve uncommon results.

Related Products

The DiSC *Talk! Key to DiSC Dimensions of Behavior* is an easy-to-use reference card that leads telephone professionals quickly through the DiSC process on the phone. Contact your Inscape Publishing Authorized Distributor for details.