

DISC Driven Selling

Have you ever wondered why you relate to some buyers and sellers better than others? Some people seem to “get” everything you say, trust your advice and take action on it almost without deliberation while others never seem to connect with you.

In real estate, communication is the key to building relationships. By learning the four predominant personality profiles and mirroring the styles, you can dramatically improve the communication with your clients and make more sales in less time. In fact, it will seem easy.

While all of us have some of each profile in our personalities, there are typically two that shape our individual communication and one style in particular that is usually dominant. From the first phone call or meeting with a buyer or seller, I begin trying to figure out where my clients fit in the D.I.S.C., my favorite personality profile assessment. When I understand what profile I am dealing with, I know to craft my presentation and plan my communication so that it is the most effective.

Let’s look at the four behavioral and personality styles and their characteristics:

D is for Dominance

These people are direct, driven, independent, competitive, decisive and sometimes domineering. They are active, assertive, strong-willed, goal-focused and results-oriented. (Think CEOs and high achievers.) They enjoy challenges and want quick results. They aren’t afraid to make mistakes and will make decisions quickly. D’s get bored quickly and want to be in charge. They set high standards for themselves and others. They welcome change and can be blunt because “they don’t have time to beat around the bush!” Their pace is fast and they like to be in charge or be the leader. Group decisions and committees drive them crazy. D’s make good leaders and will buy quickly if you give them good, reliable information in a succinct format and don’t waste their time. Be clear, organized and to the point with your presentations. They are not big relationship people. They can and will be direct, so don’t let that hurt your feelings.

I is for Influence

These people are influencers. They love to persuade others. They care about image and influence first and foremost, and they love to socialize. (Think movie stars and politicians.) They are charming, outgoing, “people people” who are the life of the party, excellent communicators, and are enthusiastic and inspired. They are very brand aware and want the latest trendy thing. I’s love groups, teams and networking

and will enjoy the process of buying or selling because it gives them an opportunity to show off. They like the pace fast, the energy high and they love recognition. Rules aren't really important to I's because they think that they don't have any. Details aren't their strong suit either, so giving them a good timeline and some structure will help move the buying or selling process along and keep them organized. Check back with them frequently to make sure they are on track. I's like to make meetings and presentations social events, so come prepared to socialize first before getting down to business. I's are the perfect profile for charity open houses or the "party to sell the house," and they will buy quickly if they see an opportunity to get into that coveted neighborhood and impress their friends with their purchase. Make the process of buying or selling fun and you will have friends and clients for life! I's are also a great source of referrals. If they love you, so will their friends, Darlin'!

S is for Steadiness

These people are steady, stable and supportive. They are primarily concerned with relationships. Family means everything to them. They are loyal, friendly, and cooperative. S's avoid conflict at all costs. They value stability and are never risk takers. Their number one goal is to help others; they are the caregivers. (Think nurses, teachers and volunteers.) S's are patient, slow and deliberative. They are calm, quiet people and react negatively to aggression, competitive or confrontational people. They love clearly defined rules and expectations that don't change. They don't deal well with the unexpected and are slow to embrace change. They will NOT act under pressure. In fact, you will lose them altogether if they feel pressured. S's like the support of their family so enlisting that early is an effective strategy for guiding their decision-making. With S's, you have more than one person, you have the entire family, to sell. S's care deeply about their homes because they see them as the foundation and stability for their families. "Love lives here!" S's love to live near parks, elementary schools and in cul-de-sacs. They want family-friendly, safe environments with lots of neighborhood amenities. S's have to warm up to the idea of buying or selling, so give them plenty of time, plenty of space, and lots of love. They want to know you care before they will trust you with the sale or purchase of their home. Birthday cards, holiday cards and calls just to chat about the family will build that trust and retain their loyalty. You can't rush them and you have to be sincere with the S's.

C is for Conscientiousness

These people are conscientious, careful and correct. They are primarily concerned with quality and accuracy. Data drives their decisions and they research each one to be sure that they are right. They love systems and procedures and will follow the rules exactly. There is no room for error or uncertainty with a C. (Think engineers and scientists.) They read the fine print and prepare for what could go wrong. They have very high standards for themselves and others. The more data and access that they have to information the more easily they can make a decision. They are usually

reserved, business-like and introverted. C's are uncomfortable in social situations or with emotional situations. When working with a C, give them lots of data and present it succinctly without emotion so that they can analyze and think about it on their time. A C will not make a quick decision, so giving them flawless printed material is a must. Present just the facts and don't give your opinions. Double-check and proofread your work, because a C will not be forgiving if you're wrong! Ask their opinion, wait for them to answer, then listen. Respect their personal limits. Talk less and you will sell more. Extensive market data is crucial for this group. You have to know your numbers.

All of us like to be communicated with in our own styles. When that happens, the relationship grows quickly and selling almost seems easy because you have gained your clients' trust. Look for little clues to tell you their style in the things that they say, the cars that they drive, the clothes that they wear, the jobs that they hold, the concerns that they express and the questions that they ask. Soon it will become easy to identify each style. In fact, it's fun once you get the hang of it because you'll learn how to communicate with each one a little differently, increasing your odds of success with all of them.

For a Free DISC Assessment, go to: <http://www.tonyrobbins.com/ue/disc-profile.php>

Celebrating your success,

A handwritten signature in blue ink that reads "Laura". The signature is fluid and cursive, with a large initial 'L'.

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Laura Duggan, CRS is Broker/Owner of West Austin Properties in Austin, Texas. She is former President of the Council of Real Estate Brokerage Managers, a StarPower Agent, a national speaker and a trainer and mentor to agents across the country. Laura provides a MONTHLY email on real estate, focusing on successful strategies, trends and lessons on how to live a balanced life. More information on Laura can be found at WestAustin.com.