

# Customer Interaction Map

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EVERYTHING **DiSC**  
SALES

ASSESSMENT TO ACTION.

**Gary Blissett**  
with customer  
**Rob Jones**

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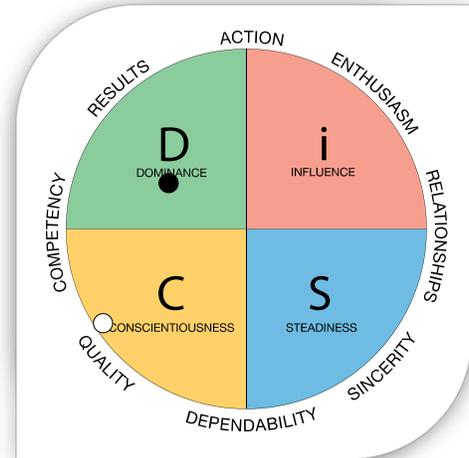


# APPENDIX: ADAPTING TO ROB JONES, YOUR “C” CUSTOMER

Gary, you indicated that your customer, Rob Jones, is highly cautious and reflective and highly questioning and skeptical. Therefore, he probably has a C style. Because you have a D style, the two of you have both different and similar priorities. Take a look at the comparison and strategies below.

## Compared to You, Rob Jones Tends to Be:

- More focused on the reliability of products and services
- More analytical and logic-focused
- Equally likely to have high expectations
- Just as likely to question others' conclusions
- Less interested in controlling the discussion
- Less focused on results



## Strategies for Interaction

You ●  
Rob Jones ○

### Emphasize High Quality

“C” customers want to be assured that they are committing to the best, so they may scrutinize any offer for flaws or deficiencies. As such, don’t spend time promoting innovative or groundbreaking ideas until you first convince Rob Jones that your offer meets his high standards. To do this, you may need to slow down your quick pace and spend time on the nuances of your product or service.

- Demonstrate that you take quality seriously.
- Have as many details and facts at your fingertips as possible.
- Emphasize the advantages of your product or service.

### Display Expertise and Competency

“C” customers expect a high level of expertise and focus from the people they do business with. Therefore, Rob Jones may appreciate your tendency to stick to business and avoid personal questions or emotional appeals. He will also respond positively if you are willing to discuss your qualifications or past successes. Show him that you’re knowledgeable about your business, and make sure you have the evidence to support your assertions.

- Prove your expertise by referring to your track record.
- Give him the chance to display his competence and knowledge.
- Earn his trust and respect by showing him your knowledge and competence.

### Address the Need for Dependability

“C” customers are both logical and cautious, so Rob Jones wants to see evidence that a product or service is dependable and sound. For this reason, your tendency to be straightforward may appeal to his need to gather as much information as possible. He analyzes the specifics and has an eye for detail, so be sure to slow down and present a logical basis for any claims about your offer. Also, avoid pushing for quick action.

- Present information in a clear and straightforward manner.
- Provide the logic and reasoning behind your suggestions or conclusions.
- Use examples of dependability from the past.