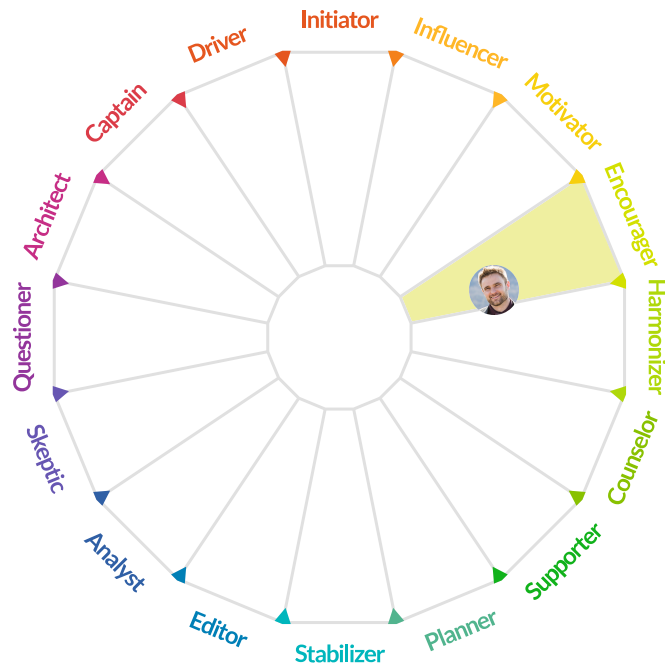


# Selling to Brian

*Individual Playbook*

# DISC Type



Brian's DISC type

## Encourager (Is)

Brian tends to appreciate novel experiences and may resist getting stuck in a repetitive routine.

OPTIMISTIC

APPROACHABLE

INVENTIVE

## How to speak to Brian

Brian prefers upbeat, engaging conversation. He is energized by getting to know new people and establishing personal connection. Allow him to share, but remember to hold your weight in the conversation. Express enthusiasm and show excitement by smiling and maintaining open, inviting body language.

*When speaking to an Encourager (Is) like Brian...*

- ▶ Speak with an informal tone
- ▶ Make time for small-talk
- ▶ Affirm his bright ideas

## Set Expectations with Brian

Brian needs the structure of expectations, because it's probably not the first thing on his mind. He'll be leaning towards the optimistic parts of the deal, so be the one to clearly bring up the expectations, because he'll definitely need an outline.

*When setting expectations with an Encourager (Is) like Brian...*

- ▶ Present optimistic expectations
- ▶ Highlight past successes
- ▶ Discuss the best-case scenario
- ▶ Address his motivations

## Give Brian a Product Demo

Keep this fun and engaging, because he'll connect way more to something that's personal to him. Have a favorite show that you both love? Include a meme of it in the presentation to break the noise. There's no need to be overpowering in your attempts at humor, because he'll see small efforts as a big deal.

### *When demoing a product to an Encourager (Is) like Brian...*

- ▶ Try to weave in examples of how other people use certain features
- ▶ Involve him in the demo by actively engaging him throughout
- ▶ Use casual, relatable language rather than formal jargon
- ▶ Spend plenty of time building rapport in the beginning

## Discuss Pricing with Brian

Brian might be super on-board with pricing, but it's important to see who the decision-maker is in the equation before believing in his promises. Keep a warm, energetic approach for him, and at the same time, make sure the pricing is clear to both him and whoever is in charge of making the money moves.

### *When discussing pricing with an Encourager (Is) like Brian...*

- ▶ Share what his peers are paying for similar products
- ▶ Share pricing verbally first, then write it down
- ▶ Wait until you have already built rapport
- ▶ Explain and write out the math for him

## How to persuade Brian

Anecdotal evidence is more convincing to Brian than a collection of facts. Talk about topics unrelated to work, tell a customer story, and use metaphors to further explain a concept. He will prefer interesting concepts over analytical insight. Ask him open ended questions and appeal to his emotions to drive him to action.

*When trying to persuade an Encourager (Is) like Brian...*

- ▶ Take time to get to know him before your pitch
- ▶ Show him what you personally like about the product
- ▶ Speak with enthusiasm

## How Brian Makes Decisions

Brian leans towards gut emotions and reactions rather than numbers on a page. Keep this in mind when taking his decision-making into account. Find a shared vision that you both hold together, and use those as your oars to steer the boat in the right direction.

*An Encourager (Is) like Brian makes decisions by...*

- ▶ Looking to what other people have done in the past
- ▶ Supporting the most exciting or engaging choice
- ▶ Casually asking for others' input
- ▶ Trusting his gut

## How to negotiate with Brian

In order to close a deal with Brian, you need to keep him excited about the end goal and avoid getting too into the specific terms or clauses. By keeping his energy up, you're more likely to see a positive end to the discussion.

*When negotiating with an Encourager (Is) like Brian...*

- ▶ Build friendly personal rapport before getting into business
- ▶ Work to get him excited about the idea
- ▶ Keep the conversation lively

## How to say no to Brian

Hearing no is sometimes hard for Brian, so he'll need comforting and gentleness when being met with a negative. Find a way to spin the no in this scenario to a yes in another so you can stay supportive, encouraging and optimistic.

*When saying no to an Encourager (Is) like Brian...*

- ▶ Recognize their personal disappointment
- ▶ Offer up something different
- ▶ Stay open to other ideas
- ▶ Try to keep a positive attitude and tone

## How to follow up with Brian

Show how happy you are to have spoken with Brian. Express your excitement in moving onto the next step of both of your journeys in this endeavor. Don't just ask what you need and be done with it; instead, remind him why he wants to keep the ball rolling not only for his belief in the product, but also for his belief in you.

*When following up with an Encourager (Is) like Brian...*

- ▶ Keep your next step casual, rather than formal
- ▶ Focus on building the relationship, rather than short-term action
- ▶ Include personal details that you picked up previously
- ▶ Appeal to the excitement he had in the beginning

## Provide Support to Brian

*Provide support to an Encourager (Is) like Brian by...*

- ▶ Chatting with him regularly
- ▶ Keeping the atmosphere relaxed
- ▶ Giving him ideas to try on his own
- ▶ Sharing tips from personal experience