

# **D.I.S.C.**

***Give her a Consultants guide....***

\*\* The "D's" have read the Career Essentials and know they could have done it better.

\*\* The "I's" don't know where theirs is.

\*\* The "S's" have read it cover to cover, more than once.

\*\* The "C's" have read it, found the typos and have and called the company to report it.

## **CAREER - DOMINANT Promoter/Leader**

Reinforcers: ACTION - success, challenges, practicality, being in charge

Recruiting: loves to earn according to individual effort, work quickly and independently, wants challenges, financial incentives, specific milestones to aim for

Training: needs to learn how to make positive, constructive suggestions - sell her on how organization, coming to meetings, and patience when working with others can help her succeed - she has trouble with the team approach, show her how it makes her successful -- don't check on her excessively - make expectations clear.

Needs: high goals, recognition with financial rewards, wants results now

## **RECOGNITION - INFLUENCING Creator/Performer**

Reinforcers: FUN - everything is in terms of fun, freedom, approval, popularity, high visibility, acclaim, applause, attention

Recruiting: likes testimony about how others have succeeded in MK, opportunities for special recognition, flexible schedules, opportunities to entertain

Training: needs to be kept on track - must have structure and discipline provided - needs frequent, visible reassurance that she is important to you - review progress regularly - congratulate at meetings - always ask what she heard you say before ending your training discussion - whenever possible, have her put plans in writing - stress importance of good work habits - really help her with habits and organization

Needs: team enthusiasm, popularity, appreciation, to be creative

## **SECURITY - STEADY Helper/Supporter**

Reinforcers: FAMILY/FRIENDS - loves warmth, openness, acceptance, loyalty, tradition

Recruiting: likes a warm, friendly, team-building organization, does well in face to face contact, needs one-on-one supervision and access to supervisor for discussions

Training: needs step-by-step direction, support, friendly encouragement, a lot of follow-up and feedback from her Director - encourage completion of all training assignments - stress that she tells you what she needs – rejections may discourage her

Needs: may neglect goals for sake of good relationships, will enjoy telling personal success stories and personal anecdotes at meetings

## **DETAIL - CONSCIENTIOUS Analyzer/Organizer**

Reinforcers: STRUCTURE - enjoys being busy, achieving specific goals

Recruiting: wants stable, goal-oriented organization, loves to be trained, needs evidence that MK offers a proven formula for success

Training: wants to know all the details before beginning anything - wants to move slowly and have evidence that your suggestions will work - must see you follow your own advice - doesn't like deadlines

Needs: her strength is logical, problem-solving ability, everything should be in its place, perfectionist

## **WHO ARE YOU?**

**“D”** She will tell you about her job, what she is in charge of, how many people she supervises, what groups she coordinates etc. She is most likely a "D". She is looking for money and management. Get to your points quickly and show her how the commission structure works and how she moves up. Doesn't care, necessarily, about the fluff; she will learn to like that later.

**“I”** She will tell you about herself, what she likes, she may even take you back to when she was in high school; the chances are you will have no problem getting her to answer this question. She most likely is high energy but not necessarily. She is looking for prizes and

recognition. She will appreciate seeing your Star Consultant brochure for the quarter, Seminar prize brochure, any rings or gifts that you have earned. Show her pictures of Seminar and talk about your girlfriends. She is an "I". She loves people and will enjoy the social part of what you do. Don't bore her with details and lots of paper.

**"S"** She will tell you about her family, her children, husband, parents, and work she does for the school or church, her home, etc. She will probably not use the word I often. She is an "S". She is looking for something that will fit around her family's schedule. She will appreciate all that you share in the interview and you should cover all points on your sheet. You will want to show her one of your weekly plan sheets and how you work this around your busy life. She will need to see flexibility and will do this to help and provide for her family.

**"C"** She will be quite analytical. She may even ask you what do you mean by that question and why you want to know that? She will have lots of questions and may even come to the interview with a list. You will want to go through the entire interview sheet with her. She will research this company and possibly know more than you do. You may need to call your Director with some of her questions. She is a "C". She loves organization and systems. She will love Career Essentials. Because she is a perfectionist she will appreciate knowing that she will be trained.

### **MORE ON DISC**

"D" Type: Outgoing and task oriented—stands for dominant, driving, demanding, determined, decisive doer. Typified by their "make it happen now attitude".

"I" Type: outgoing and people oriented—stands for inspirational, influencing, inducing, impressive, interactive, interesting, interested in people. Typified by their make it fun attitude and a personality that tends to perform and become the center of everyone's attention.

"S" Type: reserved and people oriented—stands for supportive, submissive, stable, steady, sentimental, shy, status-quo, specialist. Typified by their ability to respond with either more or less, depending upon their surrounding influences. Very flexible and can go either way.

"C" Type: reserved and task oriented—stands for cautious, competent, calculating, concerned, careful, contemplative. Typified by their "does this make sense" attitude and a need for resolution.

Let's look at how different personality types respond to situations, based on their own perspectives.

D—What? As in what is the bottom line?

I—Who? As in who will be going?

S—How? As in how do you want this done?

C—Why? As in why are we doing this?

D—green--: Let's take a green light, they have go in their blood. Also, green as in money, a powerful commodity to possess.

I—red: like the brightest color you can see, red is flashy. Everyone knows red stands out in the crowd.

S—blue: like the soft, stable color of the sky, it's gentle on the eyes and stays the same no matter where you go in the world.

C—yellow: like a caution light, they seem to say be careful! I would double-check that if I were you!

To understand how natural tendencies or comfort zones differ, think of this: When an S or a C is driving and sees the traffic signal turn yellow, she interprets it to mean Stop. To a D or an I it means gun it before you get stuck!

Personality Most like this animal:

D—Doberman. They say this dog will bite your head off with little provocation. As long as he is fed and kept in a good environment, a Doberman seems pleasant enough. However, let something cross him and his true nature comes out. The Doberman functions best with a big challenge before him. He will keep burglars out of the house at all costs. His bark is almost as bad as his bite—you don't want to get in a fight with him! He doesn't like to lose. Remember Vince Lombardi? He was a class high D who left us with this quote: Winning isn't everything, it's the only thing.

I—Fluffy Puppy: they like to play, and they find it difficult to get very serious about anything. They are most content when they are laughing and having fun. They want to appear cute in nature, loving strokes and pats at every opportunity. The high I functions best in response to praise or recognition. Speak kind words to them and their tails begin to wag. Someone has said that the reason dogs have so many friends is because they wag their tails and not their tongues.

S—Cat: Cats move around the house at a leisurely pace, enjoying every corner. They find a certain few spots where they feel most comfortable and retreat there to relax. They like their own familiar territory. They stay out of the way so no one will step on them. When someone jumps at them, they run away. They don't like conflict. They love to be appreciated and patted—they purr when you stroke them.

C—Tropical Fish: They swim to one side of their aquarium to check everything out; then to the other side to check everything out; then to the top to check everything out. They seem to enjoy making sure everything is okay in every area. They check each rock on the bottom of the tank. They swim over to check the ceramic figures. And then, they start their circuit all over again. They are curious in nature, and they function best when the environment is exactly to their liking. They don't like sudden change, but they do like to be fed and to maintain their constant state.

IMPROVE YOUR PEOPLE SKILLS:

D's you need to know how to love a little bit more. Get into the warm fuzzies. When you're coming to unit meeting and you get ready to hug someone, you calculate in your mind: Is this hug really necessary? Is this hug gonna get me any further? Nooo....that's okay. You want to learn to get into that warm and fuzzy. Learn to get into your customers and your people and what's good for your customers and your people. When you do this they will surround you with

a lot of love and everything will flourish. You're very driven and you know what it takes for you and your people to get there and that's excellent.

I's--you're influential. You want to make sure that if you're an I personality, that you slow down enough to understand what your business and your team needs, because most of the people you work with are not I personalities. You talk too fast. You have a lot of love to give and you are very excited for your people and that's excellent.

S's—you already looked at your watch tonight to see how long before you can get home to your family. It is so important for you to learn how to delegate. You just hate to give it up...it's gotta be perfect, and the only way it can be perfect is if you do it! So you do everything but what you need to move ahead. 1) learn how to delegate; 2) you must really understand in your heart that if you can give up doing everything for your family for a little while, you can give your family everything for the rest of their lives....not just in material things. Your family wants so much in terms of opportunities, and S's you have got to know that you can give it to them, but you have to release a little to give a lot! Don't think about just today, think about their life, picture for you and your family your life...not just today.

C's—you love the rules. You didn't know there was an agreement and you didn't have an ink pen to sign it if you were an I. If you were a C, it was 2 part interview, you read the back of the beauty agreement, you might have read the entire perfect start work book...you might have read the autobiography and you might have read the Consultant's guide, then you went to the meeting and then you signed the agreement. That is not important. The most important thing for you to know is that C's are very powerful in Mary Kay because they know the rules. This is a sales organization and it's important that you know all the rules. What bogs you down is unnecessary organization and unnecessary paperwork. You've got to know everything about everything and that will slow you down. Think before you're doing something, is this gonna take me closer to what my goal is so that I can focus on that goal.

D's learn to hug long and hold on. Get all cheery and stuff like that.

I's don't know when star quarter ends or begins, just wanna be a star.

S's win something for your home—furniture

C's always pick the calculators.

You gotta be willing to make a change. Be yourself and be in Mary Kay, but make a change.

Be an awesome team player. If you can play for the team, you can lead the team. You cannot lead a dynamic team without being a dynamic team player. Each and every one of you are part of a team and will be leading a team. It is not the Director's sole responsibility to build team spirit....it starts and ends with each one of you.

Be willing to make the changes you need to take your business to that next level of success!