



# 7 DISC Selling Cheat Sheets to Elevate How You Sell

Learn to speak your buyer's language at every step of the sales process and become their most trusted advisor.

Exclusive  
Content



# Foreword

For the longest time, sellers have seen significant success with 25% of the people they meet, while things go sideways with the other 75%.

Do all the 25% positive conversations turn into life-changing deals? It's hard to say, there are a lot of variables at play. But we can say with certainty that a majority of closed/wons come from this 25%, with whom the seller has an established rapport.

The reason is simple, and sales training firms like Sandler have been telling us this for decades: People buy from people that they know and trust. And the group of people you're able to naturally build a rapport with, are likelier to buy what you're selling.

The next question, then, is why are sellers hitting a wall when it comes to the number of people they can build a rapport with?

The answer lies in compatibility. Broadly speaking, there are 4 types of people, each one operating with different motivators and key principles. The dominant group, the influential group, the calculative group, and the stead group.

Sellers treat all their buyers the same way, which works great for the people they're naturally compatible with, but ends up alienating the other 75% who don't think and behave the same way they do.

The DISC selling system is a near-perfect way to navigate this. Dive into these cheat sheets and learn how to speak your buyer's language, and establish a solid rapport with just about anyone you meet, at any stage of the sales process.

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# 7 Free Cheat Sheets to Accelerate DISC Selling

## Jump to Cheat Sheet

- ▶ Using DISC Selling to **Write Effective Cold Emails**
- ▶ Using DISC Selling to **Make Cold Calls That Work**
- ▶ Using DISC Selling to **Personalize Discovery Calls**
- ▶ Using DISC Selling to **Run Successful Sales Demos**
- ▶ Using DISC Selling to **Avoid Sales Landmines**
- ▶ Using DISC Selling to **Negotiate Like a Pro**
- ▶ Using DISC Selling to **Close More Deals, Faster**



**Note:** these cheat sheets are not exhaustive. They are indicative.

They can help you sell to the 4 most prominent DISC types. However, they may not be as helpful when your buyers have complex personalities that rank high in not one, but multiple attributes. In such cases, we recommend following Humantic AI's insights for each individual buyer.

## CHEAT SHEET #1

# Using DISC Selling to Write Effective Cold Emails

| <br>DISC<br>TYPE | <br>SUBJECT<br>LINE | <br>TONE<br>OF VOICE | <br>CALL TO<br>ACTION |
|---|--|---|--|
| <b>D</b><br>TYPE  | Provocative,<br>direct   | Formal,<br>to-the-point   | Yes or no<br>question  |
| <b>I</b><br>TYPE  | Exciting,<br>friendly  | Warm, informal,<br>conversational   | Assume<br>familiarity and<br>ask for a call  |
| <b>S</b><br>TYPE  | Matter-of-fact,<br>deadpan   | Calm,<br>professional   | No call to<br>action. Follow<br>up after a while   |
| <b>C</b><br>TYPE  | Precise,<br>no-fluff   | Objective,<br>indifferent   | Invite questions<br>and feedback   |



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## CHEAT SHEET #2

# Using DISC Selling to Make Cold Calls That Land

| <br>DISC<br>TYPE | <br>CALL<br>OPENER | <br>TONE<br>AND PACE | <br>KEY TO<br>SUCCESS |
|---|---|---|--|
| <b>D</b><br>TYPE  | Announce<br>your intention  | Confident,<br>lots of pauses  | Get to their pain<br>point and quick   |
| <b>I</b><br>TYPE  | Engage in small<br>talk and banter  | Informal,<br>chatty   | Ask open-ended<br>questions  |
| <b>S</b><br>TYPE  | Apologize for<br>interrupting   | Slow and<br>measured  | Hang up quick,<br>email them to<br>book meeting  |
| <b>C</b><br>TYPE  | Ask them if a<br>pain you solve<br>for is a priority  | More objective,<br>less salesy  | Use jargon,<br>remove doubts   |



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## CHEAT SHEET #3

# Using DISC Selling to Personalize Discovery Calls

| <br>DISC<br>TYPE | <br>SECRET<br>TRUTH SERUM | <br>REFRAMING<br>PAIN POINTS | <br>OUTLINING<br>NEXT STEPS |
|---|--|--|--|
| <b>D</b><br>TYPE  | Discuss goals and targets  | Talk through goal obstacles  | Specify scope and timelines  |
| <b>I</b><br>TYPE  | Ask them about their journey   | Translate to emotional pains   | Thank them and promise to help   |
| <b>S</b><br>TYPE  | Focus on then vs. now  | Repeat and label their pains   | Ask how long you should wait before following up   |
| <b>C</b><br>TYPE  | Share your research, then ask to verify  | Probe them and quantify their pains  | Send case studies, invite questions  |



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## CHEAT SHEET #4

# Using DISC Selling to Run Successful Sales Demos

| <br>DISC<br>TYPE | <br>WHAT<br>THEY NEED | <br>RECIPE<br>FOR SUCCESS | <br>PLANNING<br>NEXT STEPS |
|---|--|--|---|
| <b>D</b><br>TYPE  | Goal alignment   | Only showcase relevant features  | Create a mutual action plan   |
| <b>I</b><br>TYPE  | Team and peer approval   | Invite their team to the demo  | Treat them as an ally; ask for their suggestion   |
| <b>S</b><br>TYPE  | Reliability and robustness   | Take your time; 2-part demos are fine too  | Pre-empt objections through email   |
| <b>C</b><br>TYPE  | Detailed approach; clarity   | Be open about product flaws and roadmap  | Offer a learning session with a product expert  |



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## CHEAT SHEET #5

# Using DISC Selling to Avoid Potential Sales Landmines

| <br>DISC<br>TYPE | <br>SALES<br>LANDMINE | <br>HOW<br>TO AVOID | <br>WINNING<br>MANTRA |
|---|--|--|--|
| <b>D</b><br>TYPE  | Small talk;<br>overt detail  | Focus on the<br>goal at hand   | Skip the noise,<br>they'll thank you   |
| <b>I</b><br>TYPE  | Being<br>transactional   | Listen, laugh,<br>and listen more  | Feelings don't<br>care about facts   |
| <b>S</b><br>TYPE  | Being rushed<br>or played  | Don't attempt to<br>"create urgency"<br>with them  | Give. Them.<br>Space. Oh, and<br>also time.  |
| <b>C</b><br>TYPE  | Vagueness;<br>lack of direction  | Expect tough<br>questions. Do<br>your research.  | Expertise over<br>salesmanship.  |



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## CHEAT SHEET #6

# Using DISC Selling to Negotiate Like A Pro

| <br>DISC<br>TYPE | <br>OPENING<br>PROPOSAL | <br>PRICING<br>REBUTTALS | <br>WHEN TO<br>WALK AWAY |
|---|--|---|---|
| <b>D</b><br>TYPE  | Include multiple options; highlight pricing + impact   | Push back and challenge them. Don't budge easy  | If they clearly state that it's not a fit   |
| <b>I</b><br>TYPE  | Focus on scope; let pricing be a footnote  | Offer freebies, play the "partnership" card   | Too many meetings with little progress  |
| <b>S</b><br>TYPE  | Cite case studies to justify pricing   | First give them time to think, then discounts   | If they're too used to an alternative, even if it's inferior  |
| <b>C</b><br>TYPE  | Contrast product pricing vs. cost of inaction  | Walk through ROI calculations together; don't budge.  | If they don't trust your data and ROI   |



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## CHEAT SHEET #7

# Using DISC Selling to Close More Deals, Faster

| <br>DISC<br>TYPE | <br>CLOSING<br>TECHNIQUE | <br>DEAL<br>VELOCITY | <br>RISK<br>APPETITE |
|---|---|---|---|
| <b>D</b><br>TYPE  | Now or never  | Very fast if convinced  | Extremely high  |
| <b>I</b><br>TYPE  | Assumptive close  | Slow; their enthusiasm can be misleading  | Limited ability to take risks   |
| <b>S</b><br>TYPE  | Summary close   | Extremely slow  | Will hardly ever take risks   |
| <b>C</b><br>TYPE  | Opportunity cost close  | Moderate; neither too fast nor too slow   | Open to taking risks if analysis supports it  |

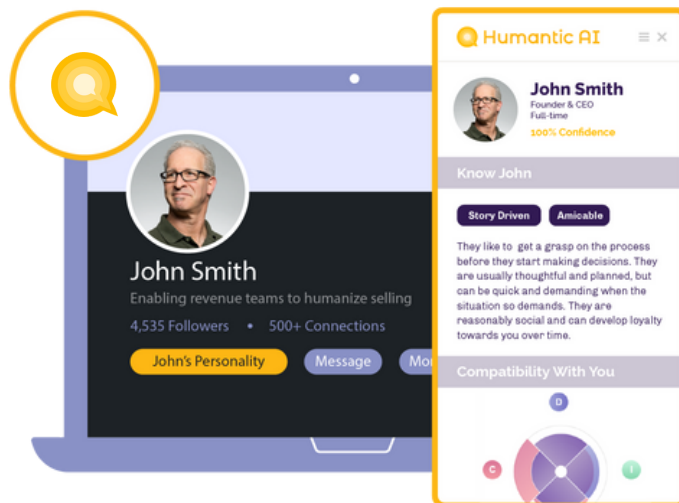


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# About Humantic AI

**Humantic AI is the world's first Buyer Intelligence platform.**

Top revenue teams use Humantic AI to tap into their buyers' personality, win their trust, and sell the way they want to be sold to.



**Get started with  
DISC selling today!**

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To learn more about Humantic AI's buyer intelligence platform, go to <https://humantic.ai>.

If you have any questions about the contents of this ebook, write to us at [marketing@humantic.ai](mailto:marketing@humantic.ai).