



How the DISC Assessment Tool Builds and Develops Relationships for Sales Professionals

The second chapter of the book outlines the value of the DISC assessment and emotional intelligence in building and developing relationships.

Do any of these words resonate with any of the experiences you can recall from your own career?

...”For as long as I can remember in my work career, I frequently had someone saying “you should” or “you need to [fill in the blank]” when it came to my communication style. I am okay, and you are okay, and it is okay to be who we are. Being made to feel less than, or as though something was wrong with me because of the way I communicated, was difficult to hear. This was the situation until I learned about the DISC assessment.”

The chapter focuses on the origins of communication styles [444 BC, Empedocles, the Greek pre-Socratic philosopher – four quadrants associated with environmental factors: fire, earth, air and water; 440 BC Hippocrates – Four Temperaments: choleric, sanguine, phlegmatic and melancholic; to the modern era of psychologist, William Moulton Marston (quite the colorful character described in the chapter) – theorized there existed four difference behavioral traits: dominance, inducement, submission and compliance, now known as the DISC personality types.

Having worked with Fortune 100 financial advisors for eight years, I observe that DISC is foundational to developing their leadership coaching capabilities. Beginning with self-awareness of their own preferred communication preferences, this made understanding of others the next logical extension to improving communication with their sales teams as well as with their client relationships.

In summary, the chapter focuses on the soft skills – my preferred term “human skills” – that sales professionals can use to fortify new and existing relationships.

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