EVERYTHING DiSC SALES

Customer Interaction Map

Taylor Meyer

with customer **Samantha Clark**
Monday, October 12, 2026

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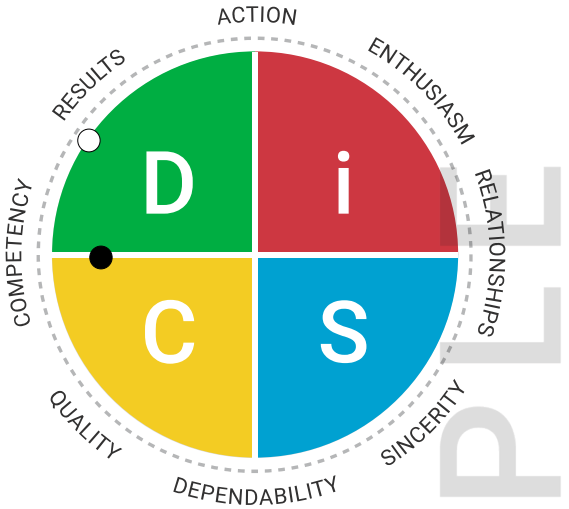
Appendix

ADAPTING TO SAMANTHA CLARK, YOUR D STYLE CUSTOMER

Taylor, you indicated that your customer, Samantha Clark, is highly fast-paced and outspoken and highly questioning and skeptical. Therefore, she probably has a D style. Because you have a CD style, the two of you have both different and similar priorities. Take a look at the comparison and strategies below.

Compared to you, D style customers tend to be:

- More likely to move at a fast pace
- Just as likely to question others' conclusions
- Equally likely to be skeptical
- Similarly focused on the task at hand
- Just as likely to avoid small talk
- Less concerned with quality



Samantha Clark ○
You ●

STRATEGIES FOR INTERACTION

Address the Need for Results

D style customers have a strong drive to get immediate results and achieve success quickly. Because Samantha Clark wants to know about the concrete impact of your product or service, you might want to spend less time discussing the quality of your offer and more time showing how you can affect her bottom line.

- Provide her with plenty of options.
- Show a desire to help her get immediate results.
- Demonstrate how your offer can improve her bottom line.

Move Toward Definitive Action

D style customers make quick decisions about whether a product or service can help them, so Samantha Clark's desire for immediate action and forward momentum could clash with your tendency to go over details and specifics. Get to the gist of your offer quickly because she may get impatient discussing the nuances. Show her how you can get the ball rolling quickly, and let her know that she won't have to wait to see positive outcomes.

- Get to the point.
- Create an urgent, rapid pace.
- Be as concise as possible.

Prove Your Competency

D style customers are self-assured and confident, so they do not respond well to people they have to coddle. Show Samantha Clark that you can take control of the situation and get things done without a lot of hassle on her part. She is more likely to trust your abilities if you project a can-do attitude that does not cross over into arrogance.

- Gain respect by appearing confident.
- Be straightforward and frank when appropriate.
- Show respect for her authority.

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