

SHAW'S POWERFUL PERFORMERS. MASTERING THE INTERVIEW PROCESS!

DISC PERSONALITY STYLES - *As Taught By Bill Cantrell*

Understanding the “Interviewee” allows You to tailor your Presentation to meet her needs! By using the Personality Styles to gain a better understanding of Yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

D- The DOMINANCE Style	I- The INFLUENCING Style	S - The STEADINESS Style	C - The COMPLIANCE Style
CHARACTERISTICS			
1. Results Oriented 2. Makes Quick Decisions 3. Controls People 4. Power and Authority	1. People Oriented 2. Loves To Talk! 3. Motivational 4. Enthusiastic	1. Family Oriented 2. Loyal 3. Slow To Change 4. Security Conscious	1. Detail Oriented 2. Perfectionist 3. Critical (Self) 4. Analytical
HOW TO COMMUNICATE WITH EACH STYLE			
★ Short Interview Presentation ★ Let Them Do The Talking	★ Long Interview Presentation ★ Relationship Building ★ Let Them Do The Talking	★ 2 part Interview Process - Accept Questions ★ You Share Facts ★ Build Credibility	★ 2 part Interview Process - Accept Questions ★ You Share Facts ★ Build Credibility
BENEFITS THEY WILL BE INTERESTED IN			
★ They will want to “Do it Big/Do It Quick” ★ Management Opportunities (Directorship/NSD) ★ High Income Potential ★ Independence	★ Recognition ★ Impact On People ★ Seminar/Prizes	★ Guarantees ★ Time With Family ★ Training/Support	★ Financial Statements ★ Annual Reports - \$1 Billion In Annual Sales ★ Facts In Print - Fortune 500
THEIR GREATEST FEAR			
★ Being Taken Advantage Of	★ Loss Of Social Recognition	★ Loss Of Security	★ Criticism Of Their Work
QUESTIONS TO ASK THEM			
★ <i>What past management experience have you had?</i> ★ <i>What are your qualifications for management?</i>	★ <i>Can you see Yourself . . . (Pink Car, Director, Diamonds, Queen’s Chair ..)</i> ★ <i>Impact On People</i>	★ <i>Would you be able to work a proven system that has worked for thousands of others?</i> ★ <i>Are You Consistent?</i>	★ <i>If you had a Step By Step Plan and answers to your questions, could you learn the business? (Perfect Start, Pearls, Profit, Career Path, etc.)</i>

QUESTIONS TO LEAD INTO THE INTERVIEW

1. “Tell me a little bit about yourself or your situation?”

- ⇒ **D** - Will tell you about their Accomplishments.
- ⇒ **I** - Will tell you Who They Know.
- ⇒ **S** - Will tell you about their Family.
- ⇒ **C** - Will ask “Why do you want to know?”

2. “What do you like most/least about what you do?” (“Narrowing the Menu” gives insight to what they will like about Mary Kay.)

3. “Describe for me the ideal Career and Lifestyle situation for you if you could have it the way you want it?”

These questions will give you insight into their **DISC Personality Style** and will let you know what to include so that you can customize her interview to meet her specific needs.