

Table 6.6 Statements Used to Measure the Sales Priorities from the Salesperson's Perspective
表格 6.6 用于测量 Everything DiSC Sales 优先性的陈述 - 销售人员的角度

Action 行动	<p>Showing the customer that you can make things happen quickly and easily 向客户展示你可以快速轻松地完成事情</p> <p>Helping customers see how they can use your product/service immediately 帮助客户看到他们如何能够立刻使用你的产品/服务</p> <p>Inspiring customers that your product/service can help them right away 你的产品/服务可以即时帮助客户，以此鼓舞他们</p>
Enthusiasm 热情	<p>Getting the customer excited about your product/service 使客户对你的产品/服务感到兴奋</p> <p>Creating enthusiasm in the customer 使客户产生热情</p> <p>Having fun with the customer 与客户开心相处</p>
Relationships 关系	<p>Developing a comfortable, friendly relationship with the customer 和客户发展一种舒服，友好的关系</p> <p>Building a personal connection with the customer 和客户建立一种个人联系</p> <p>Being friendly, warm, and personable 表现地友善，热心而有个人魅力</p> <p>Showing that you care about the customer as a person, not just as a customer 表明你关心的是客户这个人，而不只是一个客户</p> <p>Showing the customer that you empathize with his/her needs and concerns 向客户展示你对他/她的需求和担心有切身体会</p>
Sincerity 诚意	<p>Showing that you're sincere 展示出你是真诚的</p> <p>Showing that you're genuinely looking out for the customer's best interest 表明你真诚地关注客户的最大利益</p> <p>Showing that you truly care about the customer's problems 表现出你真正地关心客户的问题</p>
Dependability 可信性	<p>Showing that you and your product/service are a dependable choice 展示你和你的产品/服务是可信赖的选择</p> <p>Showing that you'll be available to provide support after the sale 展示在销售后你将会提供支持</p> <p>Showing that you're thorough and careful 展示你是考虑周全的和细心的</p>
Quality 质量	<p>Explaining the quality of your product/service 解释你的产品/服务的质量</p> <p>Showing that you can back up your claims with evidence 表明你可以用证据来支持你的阐述</p> <p>Making sure customers get all the information they need to make an informed decision 确保客户获得所有他们做出知情决策所需要的信息</p>

Competency
胜任力

Demonstrating your expertise on the product/service you're selling
展示你对所销售的产品/服务的专业知识
Showing the customer that you're an expert in your field
向客户表明你是所在领域的专家
Showing customers that you can get things done without wasting a lot of their time
向客户展示你能够完成事情，而不浪费很多他们的时间
Backing up claims with specific information
用明确的信息支持阐述

Results
结果

Showing customers how you can get them immediate, practical results
向客户展示你如何能够使他们获得直接而切实可行的结果
Showing customers that you can have an impact on their success
向客户展示你可以对他们的成功产生影响
Getting the customer to see the benefits of your product/service
让客户看到你的产品/服务的好处

** 节选自 Everything DiSC Manual

** 中文内容仅供参考，以英文原文为准