

DiSCovery Tips - December 2007

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T'was 10 Days Before Christmas And Shoppers Did Appear A Christmas Tale According to DiSC

Imagine that it is ten days and counting 'til Christmas day. Sales staff, beleaguered from the crush that started on Black Friday, prepare themselves for the impending frenzy of last-minute shoppers. How bad will it be? It can frustrate the most patient and kindest of sales staff with the added pressures of the holiday!

Let's help them and ourselves by using the DiSC behavioral styles. Let's start with some predictions based on the behavioral styles of the shoppers.

The **Dominant** or "D" behavioral style says "Ten days? What's the big deal? There's plenty of time left." D types love the challenge. Ironically, the remarkable emotion of D behavioral style is a short fuse – traffic jams, long lines, crowded stores and D types don't mix. Internet shopping is tailor made for these direct, results-focused individuals. Gift cards and certificates are near perfect because they are much more efficient and they believe can't go wrong with cash or its equivalent. It's never a surprise to find Dominant behavioral types doing last minute shopping on Christmas Eve. It's easy to spot this shopper – he's the one on the lightening strike mission.

The **Influence** or "i" behavioral style loves the holiday season, and the shopping, parties, and the crowds that go with it. Shopping is an event, a day out at the mall. Shopping begins early and centers on meals. After all, how can you possibly shop without a big breakfast, numerous breaks for snack and lunch, lunch, wrapping up the day with a sit-down dinner? By the end of the day, the high I behavioral type has had a great time regardless of the success of paring down the gift list. The high I behavioral type is highly influenced by those gifts with the most attractive wrappings, even if what's inside is not always practical. You can be sure he/she's an I if you hear, "I just couldn't resist buying it. It had my name all over it. I hope you like it too."



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The **Steady** or “**S**” behavioral style favors handcrafted gifts and homemade food. Christmas shopping begins and ends early. This stable, methodical shopper makes lists, clip coupons, and maps out a shopping itinerary before leaving the house. The S behavioral style kicks into high shopping gear right after Labor Day and with few exceptions, gifts are bought, wrapped, and shipped before Thanksgiving. December is set aside for making cookies and preparing Christmas dinner and making a list. On Dec. 15, the high S behavioral style thinks, “Only eleven days until after-Christmas sales begin.”

The **Conscientious** “**C**” and S behavioral styles share shopping styles. Conscientious behavioral styles work to avoid big crowds and don’t understand how anyone can leave shopping to the last minute. The gifts they choose differentiate these behavioral styles. The Steady will give gifts with a personal touch while the more practical Conscientious style purchase gifts that will last, and makes certain there are appropriate warranties. During September and October, they do research to find the best-made, highest quality and most reasonably priced gift. They prefer to give gifts with a proven track record and can’t understand why anyone would waste money on this year’s fad.

So this year, turn your shopping into a DiSC field trip. Observe the behaviors of sales staff and shoppers as you explore store shelves, the internet, and the lines at the mall.

Whatever your style, we wish you a very Happy DiSCovery Holiday!

~author unknown

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