



USING DISC PREDICTIONS TO IMPROVE SALES COMMUNICATION

CASE STUDY: Richard Harris, *The Harris Consulting Group*

THE HARRIS CONSULTING GROUP

The Harris Consulting Group is a leading sales training and consulting company. As a pioneer in the sales training and consulting spaces, founder Richard Harris helps sales teams across organizations like Google, Visa, Salesforce, and more. Using the N.E.A.T. Selling™ framework developed by the group, Harris and his team train sales professionals worldwide on how to ask the right questions and better understand their prospective buyers.



RECRUITING A HIGH-PERFORMING FIELD WORKFORCE

Harris knows that every interaction with a potential buyer is important. Planning and understanding your buyer is the first step to a successful relationship. With the N.E.A.T. Selling™ framework, Harris teaches sales professionals how and when to ask the right questions to develop this relationship. With the addition of Crystal, sales professionals get deep insights into the personalities they're working with as a starting point before diving into the sales process. By leveraging these insights, sales professionals reduce the time to develop meaningful relationships.

As someone who's focusing on sales and understanding people's pains, talking to them in a language that's meaningful to them absolutely encourages and improves the relationship."

RICHARD HARRIS

PERSONALIZED SUGGESTIONS WITH CRYSTAL

Understanding a buyer's personality is the first step in developing more meaningful relationships. Once you're ready to jump into an email, call, or conversation, you then have to communicate effectively. With Crystal, Harris and his team get personalized and actionable steps to approach any sales communication scenario. These steps are based on the DISC personality framework and each prospect's unique communication style.

“Crystal will even make suggestions on how to effectively communicate in a way that is meaningful to my potential client.”

RICHARD HARRIS

Crystal's Quick Tips surfaces specific sentences and phrases to help Harris and his team craft emails or have effective live conversations with prospects. These insights change based on the buyer's predicted personality type, allowing the team to target their outreach effectively. The insights are also broken down into various communications scenarios from initial discovery call to negotiation, enabling everyone to hone in on precisely the right outreach for each stage of the sales cycle.

With Crystal, Harris and his team can have more productive sales conversations and expedite the relationship-building process between both parties.

"Crystal is a fantastic tool, and I encourage everybody to start using it."

RICHARD HARRIS



"This stuff actually works"



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