

The Universal Language DISC by TTI

Knowledge is Power

The Universal Language DISC is the most complete reference manual pertaining to the DISC language on the market today! This hard cover manual contains over 350 pages of useful information on behavior. If you desire optimum effectiveness involving people interactions, this book is for you.

For easy learning and a quick reference at your fingertips this manual will help you achieve maximum results

What is DISC

Chapter 1 of 11 chapters defines and establishes the parameters of the DISC language, and maximum use.

Why Should I Learn the DISC language

This chapter provides solid logical reasons for the necessity of learning the language and helps in the understanding why people behave the way they do and how behavior can be modified.

History of the Language

Chapter 3 provides a history, established validity and lists contributors to the development of the DISC language.

Defining and Learning the Language

Chapter 4 recognized the observable characteristics of the four pure behavior styles for easier understanding.

Blending the Language

This chapter moves you from basic to the more advanced knowledge and application of the language by showing you how certain behaviors blend together.

Reading the Job

This chapter will explore the behavior demands of the job providing the employee and manager with information used to meet those demands.

Selling with "Style"

This chapter teaches you how to blend or adjust your sales style with your customers' buying style for quicker and easier sales and more satisfied families.

Application of the Language

This chapter provides easy-to-follow charts to assist you in implementation of the language to your organization.

Target Training International

Enough cannot be said about Bill Bonnstetter and his staff about his dedication to behavior and values in the work environment. This chapter acquaints you with Target Training International (TTI) as a company and their mission to help us better understand ourselves and our employees.

Appendix

- Watson Comparison Study
- Style Analysis: Origin-Accuracy-Validity
- Research Report: Dr. David Warbourton and Judy Suiter
- William Mouton Marston
- How To Build a winning Sales Presentation
- Making the Most of Your Behavioral Talents



Wesner Associates, Inc

3400 Marble Crest Drive
Land O' Lakes, FL 34638
813-909-8830, fax 954-827-8444
www.wesnerassociates.com