



MASTERING DISC TO WIN EVERY SALE

In today's competitive sales environment, success is no longer driven solely by product knowledge or pricing—it is driven by the ability to understand people. Every customer has a unique personality, communication style, and decision-making approach. Sales professionals who rely on a single selling style often struggle to connect and influence effectively across different customer types. Mastering DISC to Win Every Sale is designed to equip sales professionals with the ability to read and adapt to different customer behaviors using the DISC framework. By understanding customer motivations and preferences, participants can build stronger rapport, communicate more effectively, and position their solutions in a way that resonates.

Learning Outcomes

- Explain the four DISC personality styles and describe their own behavioral tendencies in workplace interactions.
- Analyze behavioral cues to accurately identify different DISC personality styles in real-time interactions.
- Apply DISC strategies to adapt sales approaches and improve conversion effectiveness.
- Apply DISC techniques to manage customer interactions and resolve service challenges effectively.
- Evaluate team communication dynamics and recommend strategies to improve collaboration using DISC.
- Design a personalized action plan to apply DISC strategies for improved workplace performance.



**Trainer
Dr. Jenny Cha**

Dr. Jenny Cha is a bilingual corporate trainer (Bahasa Malaysia & English) with over 24 years of experience in corporate travel, events, and hospitality. A University of Malaya graduate and holder of a Doctor of Business Administration (DBA) in Leadership, Hospitality and Service Excellence, she is known for her engaging, practical, and hands-on facilitation style that makes learning impactful and relatable. She has designed and delivered customised programmes in professional image, business etiquette, communication, customer service, sales, and leadership for organisations such as Great Eastern Life, Sime Darby Oil, IOI Property, OCBC Bank, DKSH, UCSI University, Cuckoo, EduCity, Dome Café, Super Saigon, Aramex Malaysia, MCMC, Bandar Utama, and hotels including Ibis KLCC, Attana, and Crockfords Hotel, Resorts World Genting. Certified in Image Consulting, LEAP, Communication, NLP, and DISC, Dr. Jenny is passionate about helping individuals and organisations grow with confidence, credibility, and excellence. With strong sales acumen, she once turned around a travel brand from zero sales to RM15 million in its first year, demonstrating her ability to translate strategy into real business results.

→ Modules

- Module 1: Empowering Performance
- Module 2: Knowing People
- Module 3: Navigating Relationship
- Module 4: Dynamic Leadership
- Module 5: Coaching for Growth
- Module 6: Inspirational Storytelling

BOOK IN A QUICK CALL

+6019 572 0449



enquiry@knowledge-evo.com



www.knowledge-evo.com

MASTERING DISC TO WIN EVERY SALE

1. Overview:

In today's competitive sales environment, success is no longer driven solely by product knowledge or pricing—it is driven by the ability to understand people. Every customer has a unique personality, communication style, and decision-making approach. Sales professionals who rely on a single selling style often struggle to connect and influence effectively across different customer types. Mastering DISC to Win Every Sale is designed to equip sales professionals with the ability to read and adapt to different customer behaviors using the DISC framework. By understanding customer motivations and preferences, participants can build stronger rapport, communicate more effectively, and position their solutions in a way that resonates.

2. Learning Outcomes:

Upon completion of this one-day training program, participants will be able to:

- Explain the four DISC personality styles and describe their own behavioral tendencies in workplace interactions.
- Analyze behavioral cues to accurately identify different DISC personality styles in real-time interactions.
- Apply DISC strategies to adapt sales approaches and improve conversion effectiveness.
- Apply DISC techniques to manage customer interactions and resolve service challenges effectively.
- Evaluate team communication dynamics and recommend strategies to improve collaboration using DISC.
- Design a personalized action plan to apply DISC strategies for improved workplace performance.

3. Target Audience:

- Sales Professionals, Account Managers, Sales Leaders, Team Supervisors & Customer-Facing Professionals

4. Location:

- Petaling Jaya, Selangor

5. Course Outline:

DAY ONE

9:00am – 10:30am

Module 1: Understanding DISC Foundations & Self-Awareness

- Introduction to DISC: D, I, S, C Behavioural Styles
- Identifying Your Natural Style & Behavioural Tendencies
- Strengths, Limitations & Workplace Impact
- Activity: DISC Self-Discovery & Reflection Exercise

10:30am – 11:00am Coffee Break

11:00am – 1:00pm

Module 2: Reading People & Identifying DISC Styles Quickly

- Observable Behaviors: Body Language, Tone & Pace
- Spotting DISC Styles in Customers & Colleagues
- Adapting First Impressions Using DISC
- Activity: "Spot the Style" Simulation

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5:00pm

Module 3: DISC for Sales Influence & Closing Success

- Tailoring Sales Pitch Based on DISC Styles
- Handling Objections Using Personality-Based Strategies
- Closing Techniques that Match Buyer Behaviour
- Activity: DISC-Based Sales Role Play

DAY TWO

9:00am – 10:30am

Module 4: DISC for Customer Service Excellence & Difficult Situations

- Managing Expectations Across Different Customer Types
- Handling Complaints & Emotional Customers Using DISC
- Building Positive Customer Experiences Through Adaptation
- Activity: Difficult Customer Simulation (DISC Edition)

10:30am – 11:00am Coffee Break

11:00am – 1:00pm

Module 5: DISC for Team Collaboration & Workplace Communication

- Understanding Team Dynamics Through DISC
- Adapting Communication Across Different Personalities
- Reducing Conflict & Building Trust in Teams
- Activity: Team Dynamics Mapping Exercise

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm

Module 6: Personal Action Plan & Workplace Integration

- Integrating DISC into Daily Work Practices
- Building a Personal Influence & Communication Strategy

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm

Module 6: Personal Action Plan & Workplace Integration

- Sustaining Behavioural Change for Long-Term Success
- Activity: DISC Action Plan Workshop

6. Certificate:

- Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program

7. Registration Method:

- Online: <https://knowledge-evo.com/index.php/events2/>
- Contact our office: +6019 572 0449 or Email: enquiry@knowledge-evo.com

8. Course Fee & HRD Corp Claimable:

- RM1800 per pax (inclusive of 8% SST)
- HRD Corp Claimable - Yes
- 5% Group discount is available - min 3 pax.

9. Training Date:

- 3 & 4 June 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 13 & 14 July 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 12 & 13 August 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)

REGISTRATION FORM

Program Name			
Company Name			
Address:			
Tel & Extension No (if any):			Email:
Participant Name #1			
Designation:			Email:
Participant Name #2			
Designation:			Email:
Participant Name #3			
Designation:			Email:

The JD14 Form/ Invoice should be directed to Mr/ Ms (Dept):

Name of Authorizing Manager:			
Tel & Extension No (if any):			Email:
Designation:			Department:
Signature:			Company Stamp:

Please make your cheque payable to: Knowledge Evolution Sdn Bhd | MAYBANK 5123-5231-7482

*Please indicate the invoice number in the reference section for online transfers and send the bank in slip receipt to WhatsApps +6019 572 0449 or email: enquiry@knowledge-evo.com

NOTE:

1. Date & venue of seminar subject to change.
2. Payment must be made 14 days before the training date.
3. Registration cancelled 14 days prior to the event is subject to RM100 service charge per participant.
4. No refunds for notice received less than 14 days prior to the event. A substitution may be made at any time at no extra charge.
5. Program content may change subject to revision by our consultants from time to time.
6. Full fee is required with your registration. 5% Group discount is available - min 3 pax.