



**EXECUTIVE  
BUSINESS  
ADVISORS**

Making Businesses Stronger

# What We Did to Turn 37 Resistant Prospects into Delighted Clients



# THE TECHNIQUE YOU CAN USE TO SUCCEED

Whether you are an entrepreneur, a business owner, or a salesperson, it's easy to recall a time when you were working with a resistant prospect. You know the type, it seems that everything you try to do to move the sale forward falls flat. The prospect doesn't take your calls, return your emails, or seems to like any of your ideas.

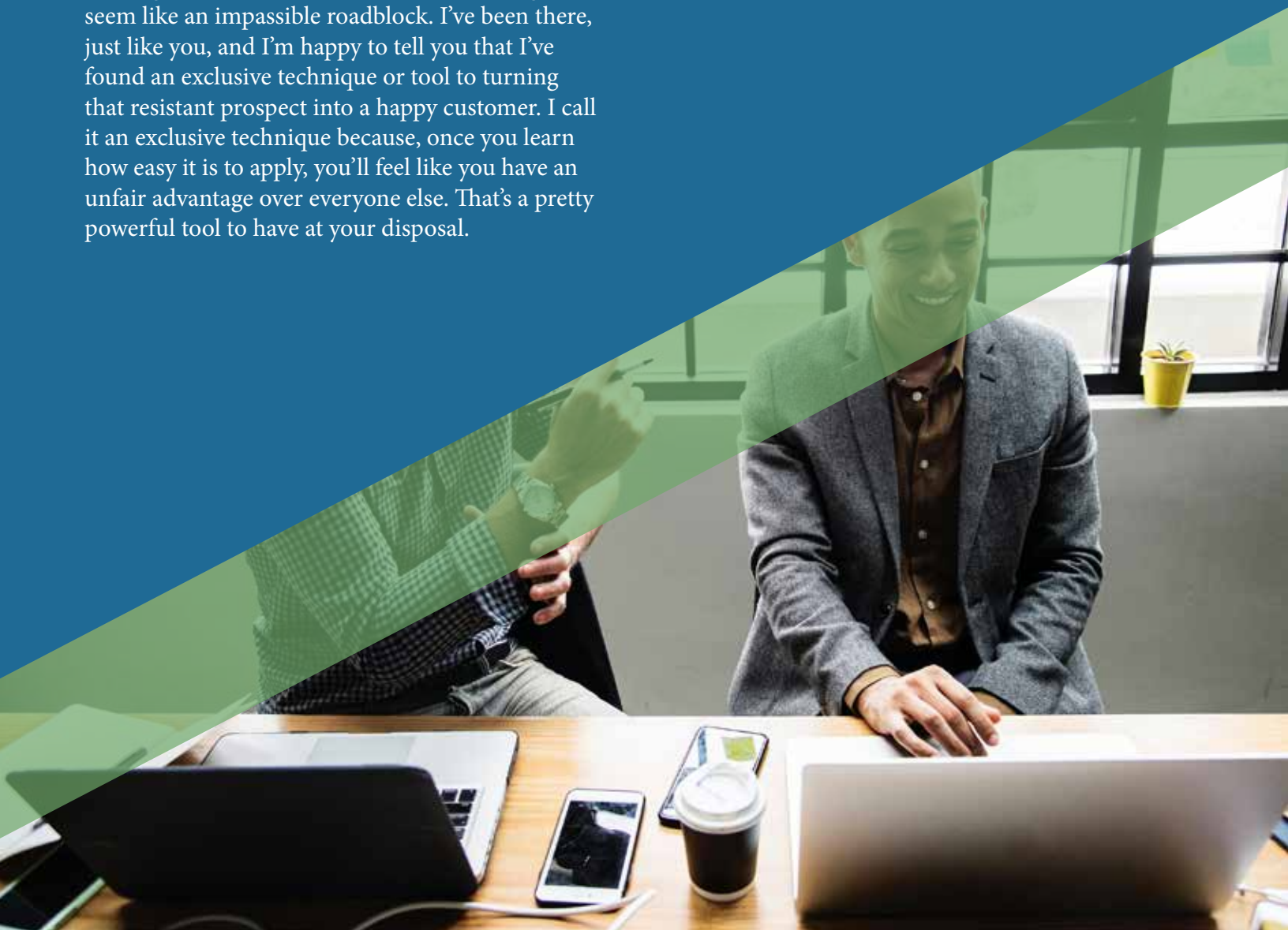
**Sometimes you have to wonder if it's worth even trying to position a sale to this resistant prospect at all.**

We've all been there, and I can tell you, it's not your fault. You are trying your hardest and you know you can offer this lead a perfect solution if you could break past the resistance.

I have good news. There is hope for what might seem like an impassible roadblock. I've been there, just like you, and I'm happy to tell you that I've found an exclusive technique or tool to turning that resistant prospect into a happy customer. I call it an exclusive technique because, once you learn how easy it is to apply, you'll feel like you have an unfair advantage over everyone else. That's a pretty powerful tool to have at your disposal.

**More on exactly what the tool is in a moment.**

Once I discovered this tool, I started using it right away and quickly became an expert at the process. The process works so well that in one month, I was able to convert 37 resistant leads into delighted customers. That's 37 more customers than if I hadn't mastered the process.



## The DISC Assessment

So, what is this tool? It's called a DISC assessment. The DiSC (which stands for Dominance, Influence, Steadiness, Conscientiousness) is one of the best assessment tools that can measure a person's personality and behavior style.

Now, it's important to understand that no personality style is inherently indicative of success in closing a sale, understanding how to apply a DISC assessment can help you adjust your presentation and sales style to perfectly fit the personality of your resistant prospect.

### **To convert all those resistant prospects into clients, I employed the principles of DISC.**

You can do the same thing. A DISC will help you understand that behaviors can be positioned within a systematic, predictable framework, even though individual personality is unique. I hope you are paying attention. That's the secret method we used, and you can as well.

DISC assessments will help you identify how a person's behavioral patterns influence:

1. What that person wants, needs, and expects from you and others
2. How that person communicates those wants, needs, and expectations

With this, you can then adapt to people in a way that will reduce tension and increase collaboration and

trust in all types of relationships, especially business relationships.

Can you see how understanding the DISC model can help break through resistance barriers? Once you can understand an individual's personality, you can adapt and adjust your communication style to fit best the way they want to be treated.

### **Learn the DISC Assessment Rapidly**

Now that you understand what we did, your next step is to learn how to apply the DISC model. I have a special offer for you. Because you've expressed an interest in bettering yourself, I'd like to send you my accelerated course on the DISC model. [To take advantage of this offer, you can visit this link.](#)

Until we speak, I wish you all the best in business and life.

Sanjay



# ABOUT THE AUTHOR

## Sanjay Parekh

Sanjay Parekh is Founder and President of Executive Business Advisors, a firm whose purpose is to help businesses achieve higher levels of success. Sanjay has more than 25 years of successful business leadership experience, which includes strategic planning, sales and marketing, team-building and global manufacturing. Sanjay's background ranges from his work as a director in a family-owned business to heading a multinational corporation in Asia.

Starting at age 18, Sanjay started his professional career with his father's manufacturing company while attending college. Even though it was a family business and his father was the CEO, he started on the shop floor and worked his way up, gaining experience in all the departments and functions within the company, and knowledge of how each department worked.

Working with his father, Sanjay was instrumental in growing the company to its eventual standing as one of the most successful packaging companies in India. He later served as a senior management member of a multinational corporation with operations in 18 countries around the world.

Sanjay's areas of expertise include turning around companies that are struggling financially by forging impactful business relationships, building cost-effective systems, identifying and analyzing challenges based on relevant information, and weighing risks and benefits. One of the keys to his work is his application of proven assessment tools that reveal hidden areas of potential improvement, leading effective solutions that help his clients meet their goals.



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