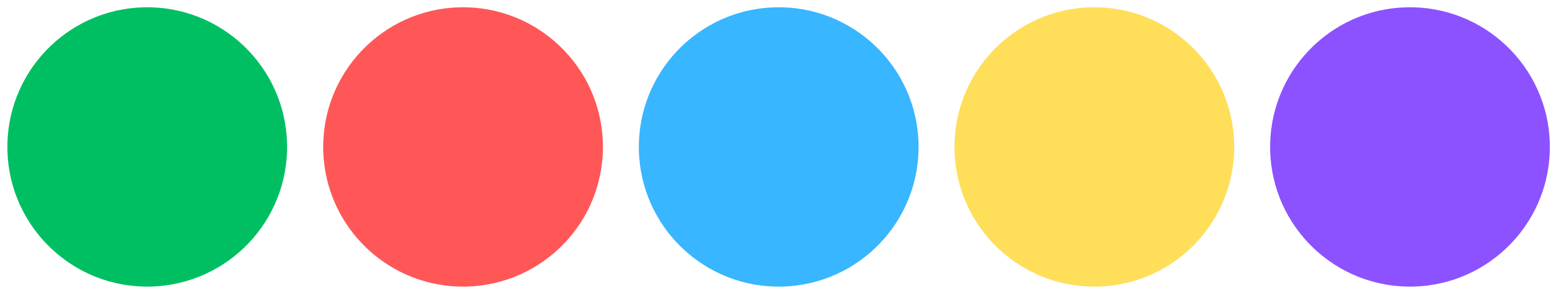


The 5 Client Types & How to Communicate With Each One



Michael Gibben

How DISC Helped Me Connect, Communicate, and Truly Serve My Tutoring Clients

For years in my tutoring business, I struggled with something I couldn't quite name. I was dependable, caring, and deeply committed to helping students succeed, yet I often found it hard to connect right away with some families.

- The tension in that first meeting.
- The missed signals.
- The sense that something just wasn't clicking.

What I didn't realize back then was how much communication style really mattered.

When I discovered the four ways to communicate (the DISC framework), everything changed. I learned that I naturally lead with a supportive and cautious approach, which explained a lot about how I communicated and how others responded. More importantly, DISC showed me how to **recognize different communication preferences** and adapt, not by being someone I'm not, but by meeting people where *they are*.

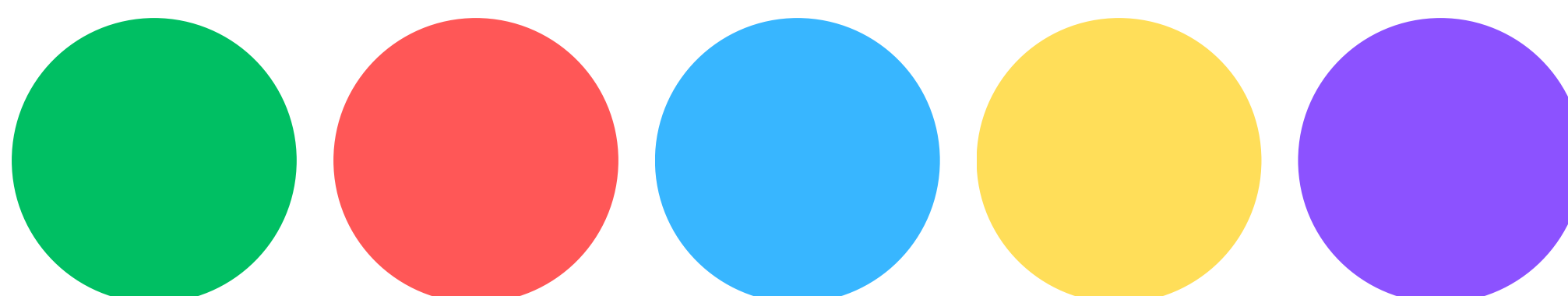
This shift wasn't just insightful; it was practical. I began to see real results:

- **Conversations with parents and guardians became easier and more effective**, building mutual trust and understanding from the start.
- **My business gained momentum**, client relationships deepened, referrals increased, and more families chose to work with me long-term.
- **I built better connections with the tutors I hired**; DISC helped me understand their strengths and communication styles, so I could match them with the right clients and create win-win relationships.
- **Income grew**, which was a joy to see.

DISC gave me a lens, not a label, for seeing people more clearly and serving them more fully.

Let's dive into our five client types because connection isn't just a wonderful bonus. It's the foundation.

Sincerely,
Michael

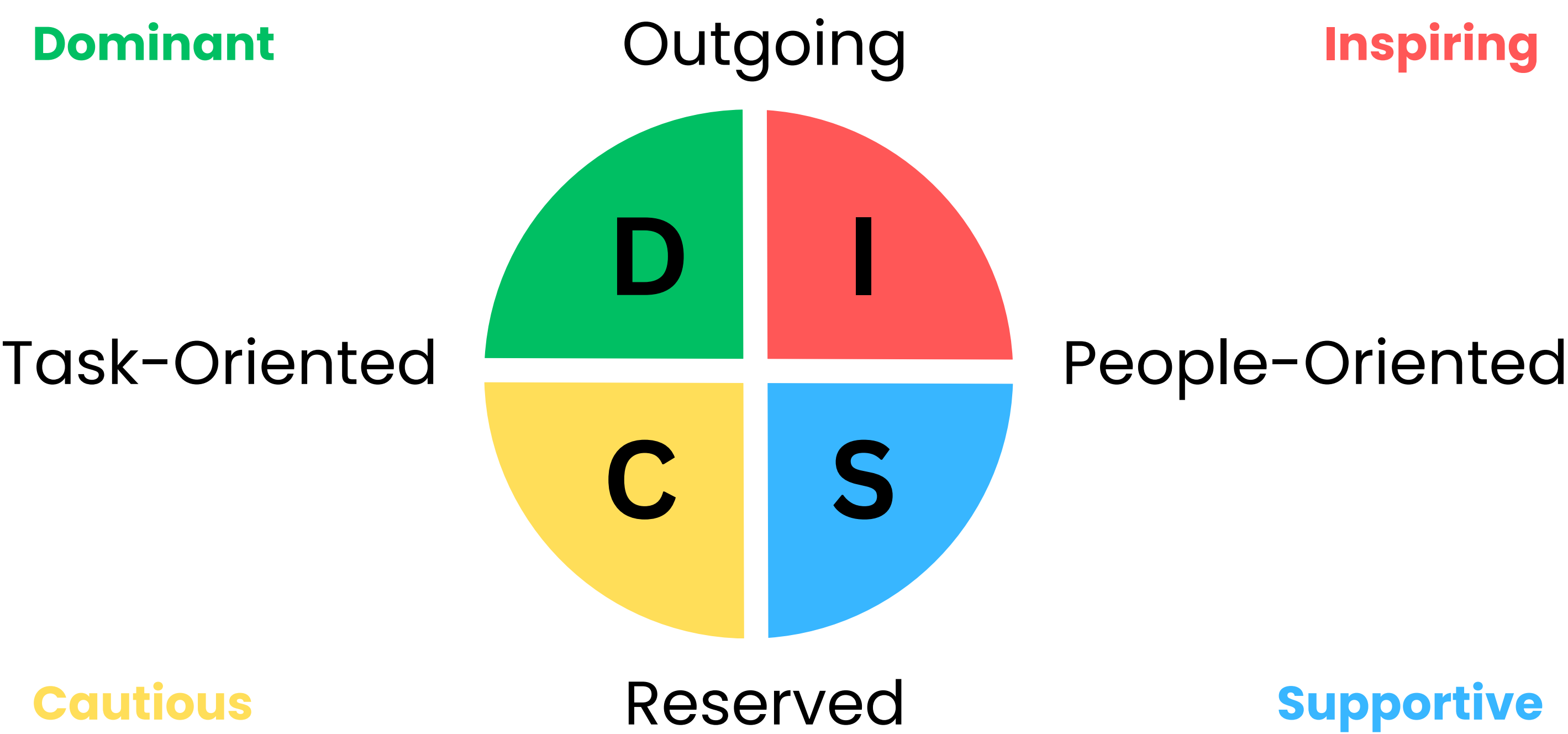


What is DISC?

DISC is a behavioral framework tool that categorizes individual personalities into four primary types: Dominant, Inspiring, Supportive, and Cautious. This helps people understand their communication styles, work preferences, and interpersonal interactions. It is commonly used in personal development, team building, and workplace dynamics. DISC helps us understand people, not label others.

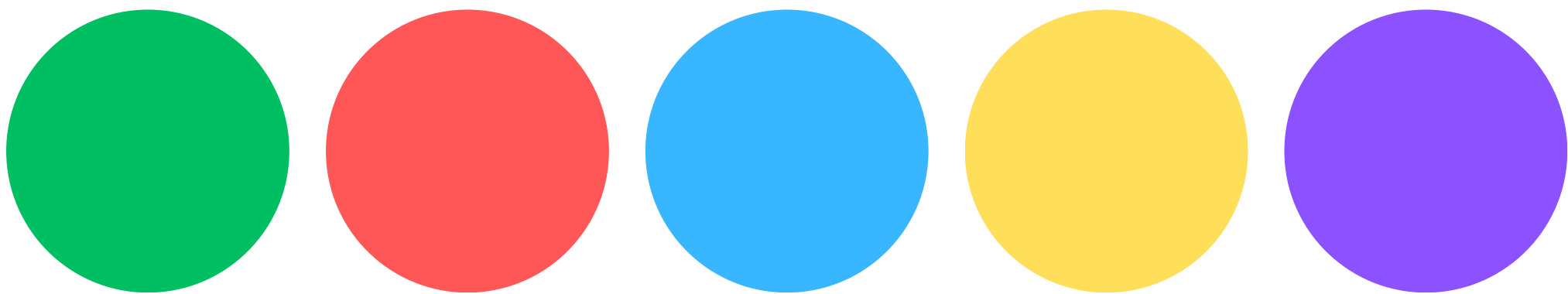
We each have a mix of all four DISC personality types, though one or two may stand out more strongly. The fifth type, Level, is an equal blend of all four types.

The next section explores each part of DISC. Let's go!



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D: Dominant



Traits: Driven, results-focused, decisive

Decision Style: Fast, efficient, outcome-oriented

Concerns: Losing control or wasting time

Do: Be direct, confident, outcome or solution-focused

Avoid Saying: "Let us take it slow."

Gain the Client:

- Present 1–2 clear options
- Base everything on results
- Lead confidently

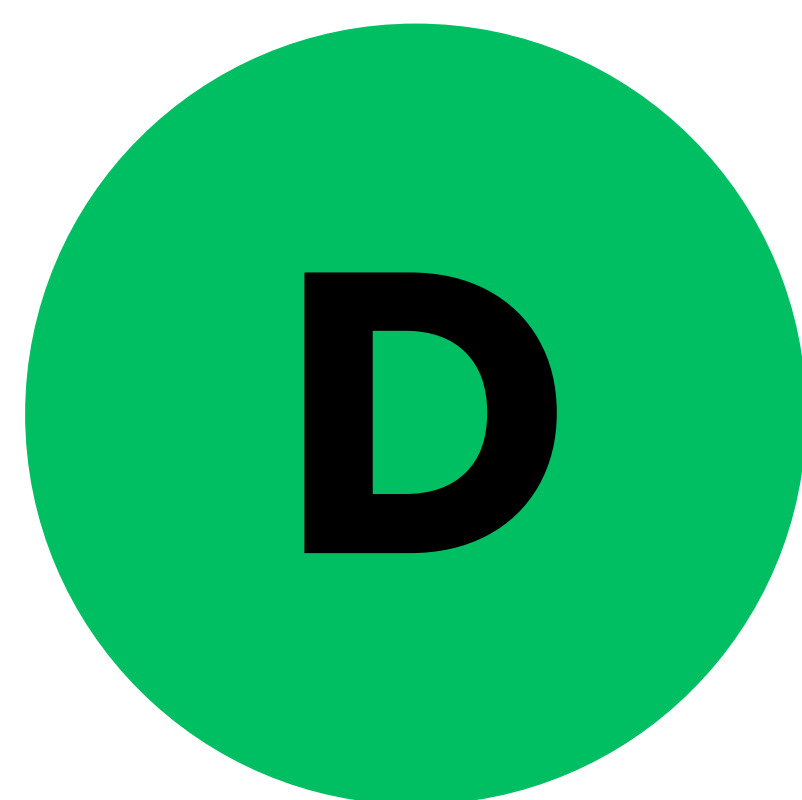
Handle Objections:

- Re-frame to speed and outcomes
- Keep answers concise and certain

Closing Prompt:

"Here is the best way to get the results you want. Are you ready to move forward?"

Maintain the Client: Respect their time with fast, proactive updates





I: Inspiring



Traits: Enthusiastic, visionary, people-focused

Decision Style: Based on excitement, positivity, and possibilities

Concerns: Missing out or being bored

Do: Be energetic, paint the vision, share successes

Avoid Saying: "Here is the fine print."

Gain the Client:

- Highlight possibilities and transformation
- Share stories and examples
- Let them speak and visualize the future

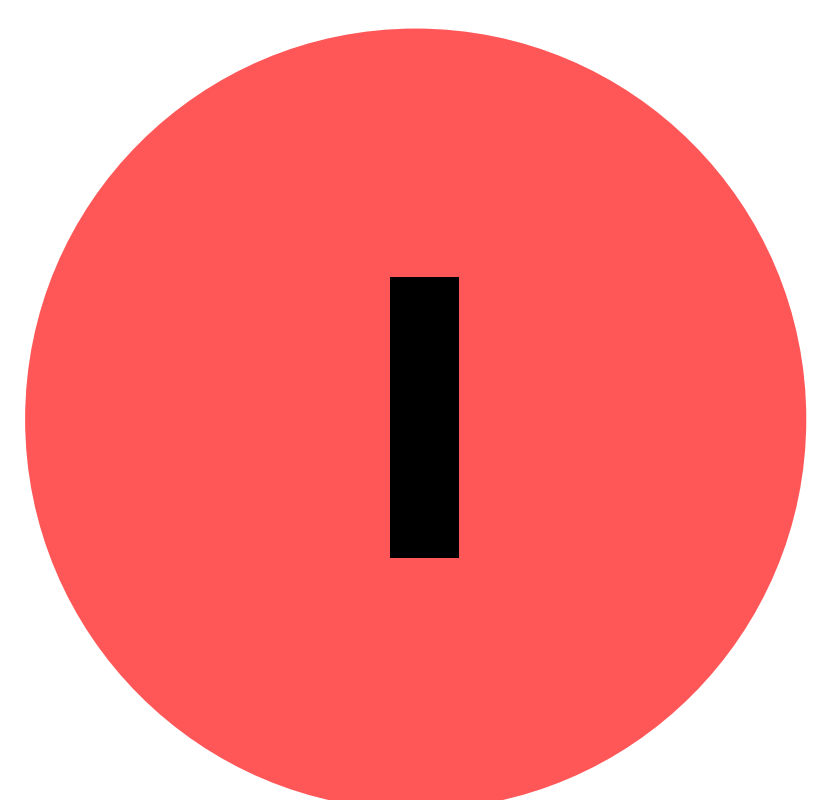
Handle Objections:

- Validate feelings and reconnect to excitement
- Keep tone positive and light

Closing Prompt:

"Imagine where you will be in three months if you start now. Does this feel like a yes?"

Maintain the Client: Celebrate wins and progress





S: Supportive



Traits: Loyal, patient, empathetic, relationship-driven

Decision Style: Slow and trust-based; decides when they feel understood and safe

Concerns: Conflict, pressure, or making a decision that disrupts relationships

Do: Be calm and reassuring, build trust gradually; emphasize stability and partnership

Avoid Saying: "You have to decide now."

Gain the Client:

- Focus on long-term support and consistency
- Show you'll be there after the decision
- Demonstrate reliability and care

Handle Objections:

- Listen patiently and validate concerns
- Reassure them with little pressure and that there is no rush

Closing Prompt:

"I'll support you every step of the way. Shall we start together?"

Maintain the Client: Keep a steady presence





C: Cautious



Traits: Analytical, detail-oriented, precise, risk-aware

Decision Style: Logical and methodical; decides after reviewing data, facts, and proof

Concerns: Making the wrong decision or missing critical information

Do: Provide clear data, structure, and documentation; answer questions thoroughly

Avoid Saying: "Trust me, it will work."

Gain the Client:

- Present facts, metrics, and comparisons
- Explain the process step by step
- Reduce uncertainty with evidence

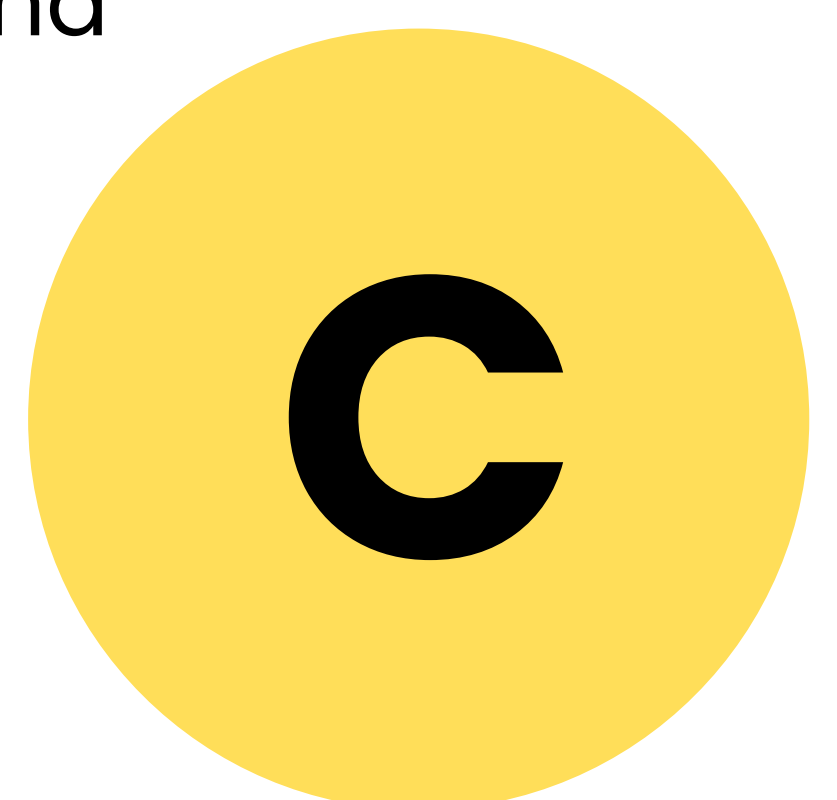
Handle Objections:

- Address objections with analytics and proof
- Clarify details calmly and invite deeper questions

Closing Prompt:

"Does this answer all your questions so you can decide confidently?"

Maintain the Client: Provide updates, reports, and transparency





L: Level



Traits: Balanced, adaptable, fair-minded, steady

Decision Style: A blend of logic and emotion; decides when things feel aligned and reasonable

Concerns: Imbalance, unfairness, or unnecessary disruption

Do: Be neutral; present balanced pros and cons

Avoid Saying: Pushy or emotionally charged statements

Gain the Client:

- Show fairness and objectivity
- Demonstrate how this fits smoothly into their life or system
- Keep the conversation grounded

Handle Objections:

- Acknowledge both emotional and logical concerns
- Reframe toward balance and alignment

Closing Prompt:

“Based on everything we discussed, does this feel aligned for you?”

Maintain the Client: Ensure balance and fairness continue





Next Steps



5 Action Steps to Start Using DISC Today

1. Identify Your Own Primary DISC Style

Before adapting to others, get clear on how you naturally communicate.

Reflect on how you:

- make decisions
- handle conflict and objections
- explain your services

Knowing your style helps you recognize when to adjust intentionally instead of reacting unconsciously.

2. Observe, Don't Label, Your Next Client Conversation

In your next meeting or call, listen for clues:

- Do they want speed or reassurance?
- Do they ask for data or possibilities?
- Do they focus on relationships or results?

Use DISC as a lens, not a box. Your goal isn't to diagnose, it's to understand.

3. Match One Key Communication Behavior

Choose one small adjustment per client:

- Be more concise with a D
- Be more expressive with an I
- Slow down with an S
- Add structure for a C
- Stay balanced with an L

You don't need to change who you are, just meet them where they are.

4. Adjust How You Close Conversations

Notice how different clients respond to decisions.

Experiment with:

- Outcome-based closes
- Vision-based closes
- Supportive, low-pressure closes
- Data-driven closes
- Alignment-based closes

Even a slight shift in your closing language can dramatically improve trust and clarity.

5. Reflect After Each Interaction

After a meeting, ask yourself:

- Which DISC style did they lean toward?
- What worked well in my communication?
- What would I adjust next time?

This reflection is where growth happens and where DISC becomes a skill, not just information.

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