



Contact:  
Jidana James  
Inscape Publishing  
763-765-2222  
[media@inscapepublishing.com](mailto:media@inscapepublishing.com)

Jeff Trauring  
Snow Communications  
612-337-0700  
[jtrauring@cybersnow.com](mailto:jtrauring@cybersnow.com)

**Inscape Publishing Features Everything DiSC<sup>®</sup> Sales at ASTD 2008**  
*Participants Learn New Way of People Reading That  
Helps Identify Customers' Buying Style*

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**SAN DIEGO, June 2, 2008** — Inscape Publishing, a leading provider of assessment-driven classroom learning solutions, is featuring its Everything DiSC<sup>®</sup> Sales product at the ASTD 2008 Conference & Exposition. Designed for sales professionals, Everything DiSC Sales allows salespeople to better understand their customers' DiSC<sup>®</sup> styles.

The product uses a research-validated online assessment, engaging classroom facilitation, contemporary video, and a 23-page sales-specific profile. Online post-training reinforcement allows salespeople to generate a personalized report that compares their sales approach to their real-life customers' buying styles.

“By viewing each unique sales relationship through the Everything DiSC method, it becomes possible to adapt your communication style to be more successful with your customer,” said Jeff Sugerman, CEO of Inscape Publishing. “Sales professionals who use this product are better prepared to work through each phase of their selling process.”

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vox 763.765.2222  
fax 763.765.2277

Inscape Publishing  
6465 Wayzata Boulevard, Suite 800  
Minneapolis, MN 55426

[www.inscapepublishing.com](http://www.inscapepublishing.com)



Visitors at the ASTD 2008 International Conference & Expo are encouraged to visit Inscape Publishing's booth at #1325 where Inscape Publishing will be showcasing Everything DiSC® Sales along with its other instrument-based learning products.

**About Inscape Publishing**

Inscape Publishing, Inc., headquartered in Minneapolis, Minnesota, is a leading developer and provider of content-rich, technology-enabled corporate training solutions that develop employee interpersonal skills such as sales, leadership, teamwork, communications and time management. With a global network of over 2,000 consultancies, Inscape provides employee assessment and development applications to over 135 Fortune 500 companies and several agencies of the federal government. Every year, more than a million people worldwide learn how to work more effectively with others using our products. Inscape products have been translated into 25 different languages and are used in 50 countries.

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