

## Doug Dvorak to Deliver DISC-Based Sales Training to Kraftsman Play Sales Team

**Houston, TX — April 29, 2025:** Renowned sales trainer and coach Doug Dvorak will lead an intensive, interactive training session for the sales team at Kraftsman Play on April 29, 2025, focusing on the *Science of DISC* and how it can transform communication, client engagement, and team performance.

With decades of experience empowering sales professionals across the globe, Dvorak brings his signature energy, humor, and real-world expertise to this customized training session. The DISC model — an evidence-based framework for understanding personality types and behavioral styles — will be at the core of the workshop. Attendees will learn how to identify their own DISC style and adapt their approach to better connect with clients, close more deals, and collaborate more effectively as a team.

"Kraftsman Play is committed to building a high-performing, people-first sales culture," said Dvorak. "By leveraging DISC science, their team will gain practical tools to improve communication and drive results in a way that's authentic and sustainable."

The DISC sales training is designed to help team members:

- Identify and understand the four core DISC personality styles
- Adjust communication strategies to match client preferences
- Navigate objections and build stronger client relationships
- Foster better internal team dynamics for long-term success

Doug Dvorak is the founder of The Sales Coaching Institute and a CSP (Certified Speaking Professional), a designation held by fewer than 10% of speakers worldwide. He has worked with Fortune 500 companies, mid-sized businesses, and entrepreneurs alike to elevate sales teams and enhance leadership effectiveness.

For more information about Doug Dvorak and his training programs, visit [www.DougDvorak.com](http://www.DougDvorak.com).

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