



ABE LARSEN

Evaluator

DISC Type : dcs

Senior Product Marketing Manager at Stukent

Rexburg, Idaho, United States

Overview

Abe has no verified overview

Personality Overview

Fast But Analytical

Quality Focused

Hard To Convince

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They are not very likely to become strong advocates of your product or service. They focus on the results, but can still be quite procedural and analytical about how to get there.

Topics They Care About

Abe has no verified topics they care about

Media Appearances

Abe has no verified media appearances

Work History

- 10-2025
Senior Product Marketing Manager at Stukent
- 9-2024 - 2-2026
Senior Marketing Operations Manager at Stukent
- 9-2023 - 9-2024
Marketing Operations Manager at Stukent
- 8-2019 - 4-2022
Managing Director at Orphanage Support Services Organization (OSSO)
- 5-2017 - 4-2018
Content Writer at Grow.com

Education

- 2010 - 2015
Bachelor of Arts (BA) from Brigham Young University - Idaho
- 2002 - 2006
High School Diploma from Centennial High School Boise, ID

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Rexburg, Idaho, United States** Job Level : **Middle**

Designation : **Senior Product Marketing Manager at Stukent**

Insights For Selling To Abe

👉 During A Call Or A Meeting

DO's

- Be prepared for comments or questions that are critical of your product or your claims
- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Help them weigh the risks by sharing objective proof points instead of anecdotes and examples

DONT's

- Don't nudge them to do something by using the logic that others have done the same
- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Don't focus on relationship, focus purely on the merit of your product

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Abe, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Abe is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Abe

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Abe Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Abe Take Some Risk Or Not?

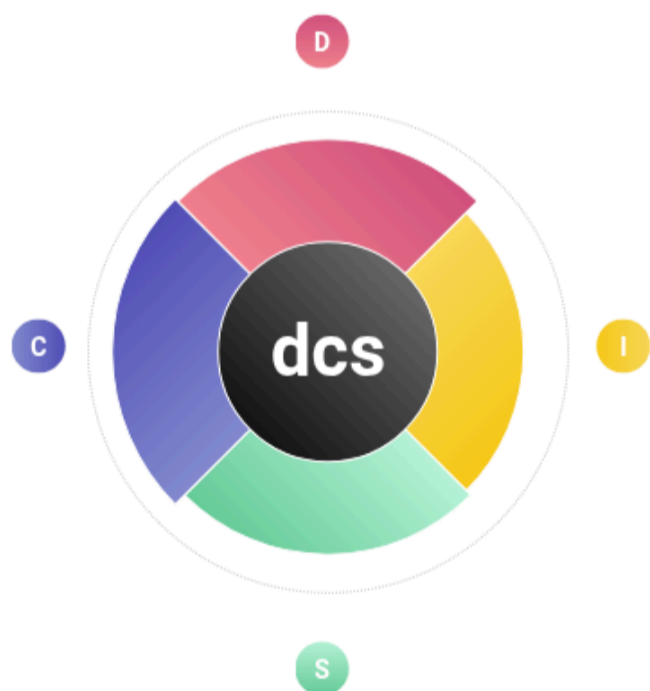
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Abe

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Abe's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.