



# ALAN KLEIN

**Enthusiast**  
DISC Type : i

**President and Group Publisher at MODERN LUXURY MEDIA**  
Los Angeles Metropolitan Area, United States

## Overview

Alan has no verified overview

### 👉 Personality Overview

Non-Confrontational      Optimistic      Amiable & Agreeable

They are generally friendly, so be careful when relying on their word. They prefer to build relationships rather than staying totally transactional. Unlike D or C types, they are convinced more by stories and testimonials.

### 👉 Topics They Care About

Alan has no verified topics they care about

## Media Appearances

Alan has no verified media appearances

## Work History

- 6-2007 - 12-2025  
President and Group Publisher at MODERN LUXURY MEDIA
- 9-2001 - 7-2007  
President and Publisher at Emmis Communications
- 2000 - 2002  
VP of Business Development at Hook Media
- 8-1998 - 7-2000  
Chief Operating Officer/EVP Publishing at www.homeportfolio.com

## Education

- 1981 - 1982  
Education details unavailable from Case Western Reserve University School of Medicine
- 1974 - 1978  
BA from Vassar College

## More Information

Social Presence :



## Prographics :

Exp : 27 Location : Los Angeles Metropolitan Area, United States Job Level : N/A

Designation : **President and Group Publisher at MODERN LUXURY MEDIA**

## Insights For Selling To Alan

### 👉 During A Call Or A Meeting

#### DO's

- Ask them how their day is going or exchange some other pleasantries
- Compliment them about their personality if you get a chance
- Speak from experience about success that the product has seen with other customers

#### DONT's

- Avoid overloading them with too much information
- Don't be critical or challenge them openly, they can react defensively
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Alan, [user\_fname] here at [user\_companynamewithfirsttwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Alan, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Alan is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Alan

- *They will hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Alan Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Alan Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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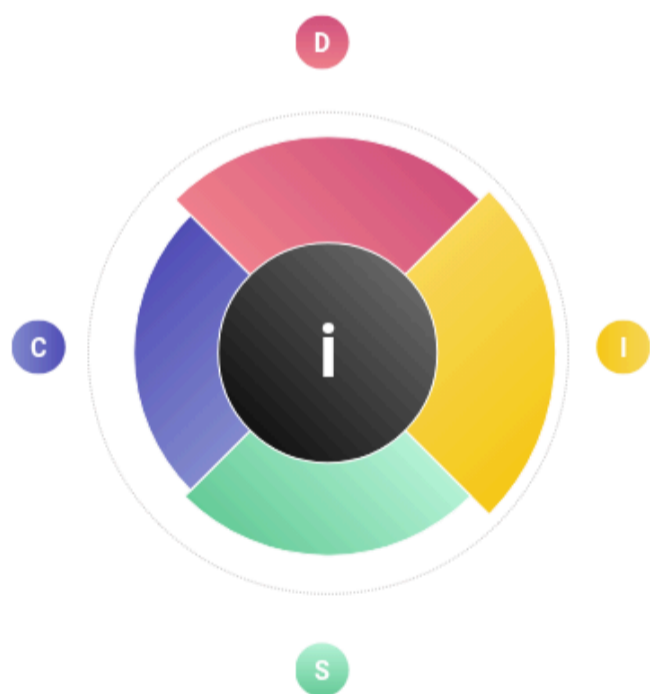
## You And Alan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Alan's Key Traits



### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.