



ALESSANDRO APPELLA

Critic
DISC Type : C

National Key Account at Panasonic
Turin, Piedmont, Italy

Overview

Alessandro has no verified overview

Personality Overview

Information Seeker

Objective Thinker

Critic

They don't appreciate bells and whistles unless backed by data. They are quite likely to negotiate on pricing or other key terms. They like to take decisions independently and do not seek others' support often.

Topics They Care About

Alessandro has no verified topics they care about

Media Appearances

Alessandro has no verified media appearances

Work History

- 10-2021
National Key Account at Panasonic
- 6-2020 - 10-2021
Key account sales at Panasonic
- 5-2016 - 6-2020
Regional Sales Account Nord Ovest (Lombardia - Piemonte - Liguria) at Panasonic
- 1-2015 - 4-2016
Account Sales Manager at Logitech
- 4-2006 - 12-2014
visual merchandiser consumer products at panasonic

Education

- 1998 - 2003
Laurea Magistrale LM from Università degli Studi di Torino
- 2015 - 2016
Corso di Specializzazione in Social Media Strategies from Università degli Studi di Firenze

More Information

Social Presence :



Prographics :

Exp : 18 Location : Turin, Piedmont, Italy Job Level : N/A Designation : National Key Account at Panasonic

Interested In

Lifestyle

Digital writing

Insights For Selling To Alessandro

👉 During A Call Or A Meeting

DO's

- Don't forget to mention how you compare to competition on both features and pricing
- Tell them what ROI they can expect
- Be formal and objective, they will appreciate it more

DONT's

- Don't try too hard to build a relationship with them
- Don't try to give too many examples of other users, they like to make their own decisions
- Do not use very emotional or colorful language

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Alessandro, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Alessandro is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Alessandro

- *They do not mind saying no if they believe that it is the right decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Alessandro Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Alessandro Take Some Risk Or Not?

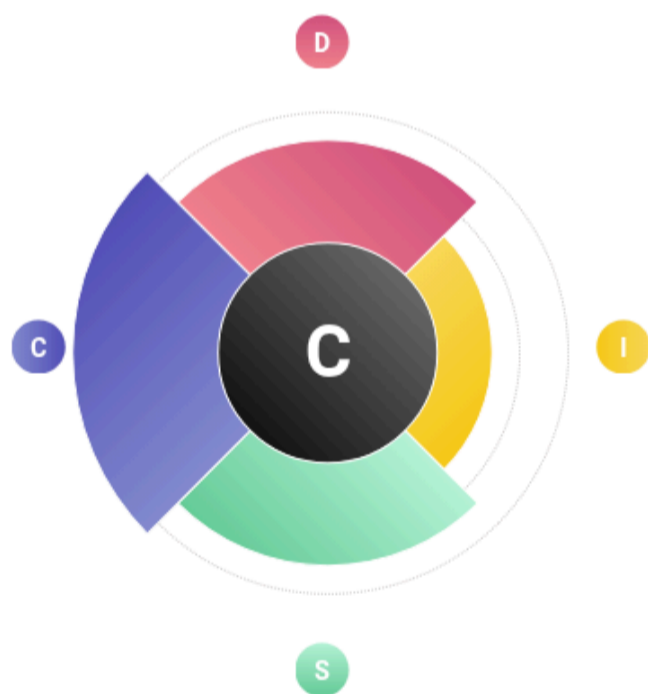
- *They can bear some risk if their analysis backs the decision.*

You And Alessandro

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Alessandro's Key Traits



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.