



ALEX JUAREZ

Judge
DISC Type : Dc

Director of Communications at AARP
Greater Phoenix Area, United States

Overview

Alex has no verified overview

👉 Personality Overview

Objective Thinker Features Driven Quality Focused

They take a lot of pride in personal achievements. They prefer to be the ones controlling the conversation or defining the terms. More than the product, they care about the impact of the product.

👉 Topics They Care About

Alex has no verified topics they care about

Media Appearances

Alex has no verified media appearances

Work History

- 5-2016
Director of Communications at AARP
- 3-2015 - 5-2016
Vice President at ANJ, LLC
- 4-2011 - 9-2015
Market Development & PR at CenturyLink
- 8-2005 - 4-2011
Staff Marketing at CenturyLink
- 3-2004 - 8-2005
Staff Advocate at CenturyLink

Education

- 1988 - 1990
BS from Silver Lake College
- 1984 - 1985
Business from University of South Florida

More Information

Social Presence :



Prographics :

Exp : **26** Location : **Greater Phoenix Area, United States** Job Level : **Mid-senior**

Designation : **Director of Communications at AARP**

Insights For Selling To Alex

👉 During A Call Or A Meeting

DO's

- Get to the point quickly instead of spending time doing small talk
- Speak about competitive differentiation that your product offers
- Hold your ground without indulging in one-upmanship

DONT's

- Avoid being a storyteller and don't try to oversell
- Do not hesitate from asking counter questions, just avoid challenging their authority
- Don't try too hard to forge relationships with them

👉 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: Alex, 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 Alex is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Alex

- *If they are not convinced, they will have no hesitation in telling you the same.*

Insights For Deal Planning

How Fast (Or Slow) Will Alex Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Alex Take Some Risk Or Not?

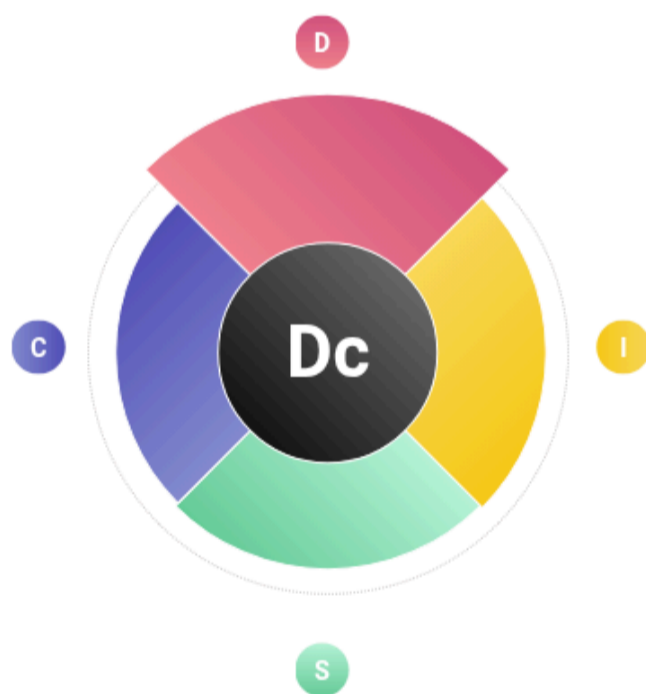
- *They don't mind risks but can be quite binary about them.*

You And Alex

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Alex'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.