



AMANDA CARTER

Pioneer
DISC Type : DIS

Director Retention Marketing at GLAMSQUAD
United States

Overview

Amanda has no verified overview

👉 Personality Overview

Driven But Considerate **Friendly But Fast** **Dynamic But Sincere**

If they are convinced, they can become very strong champions for your product. They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. They have the unique ability to win both love and respect from their team (or outsiders).

👉 Topics They Care About

Amanda has no verified topics they care about

Media Appearances

Amanda has no verified media appearances

Work History

- 11-2024
Director Retention Marketing at GLAMSQUAD
- 8-2022 - 1-2024
Director, CRM, Lifecycle Marketing and Retention at BARK
- 7-2020 - 8-2022
Associate Director, CRM at HelloFresh
- 9-2018 - 7-2020
Senior Manager, CRM at HelloFresh
- 8-2017 - 10-2018
Marketing Manager at Investopedia

Education

- BS in International Business from Northeastern University
- N/A from Università Cattolica del Sacro Cuore

More Information

Social Presence :



Prographics :

Exp : 10 Location : **United States** Job Level : **Mid-senior** Designation : **Director Retention Marketing at GLAMSQUAD**

Insights For Selling To Amanda

👉 During A Call Or A Meeting

DO's

- During followups, use calls or text if needed, they should be fine
- Showcase existing customers and use case-studies to grab their attention
- Keep your pitch focused on the impact but nurture the relationship too

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be very informal during the early interactions even if they are being so themselves

👉 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: Amanda, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Amanda is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Amanda

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Amanda Move?

- *They are generally fast movers and can take quick decisions*

Can Amanda Take Some Risk Or Not?

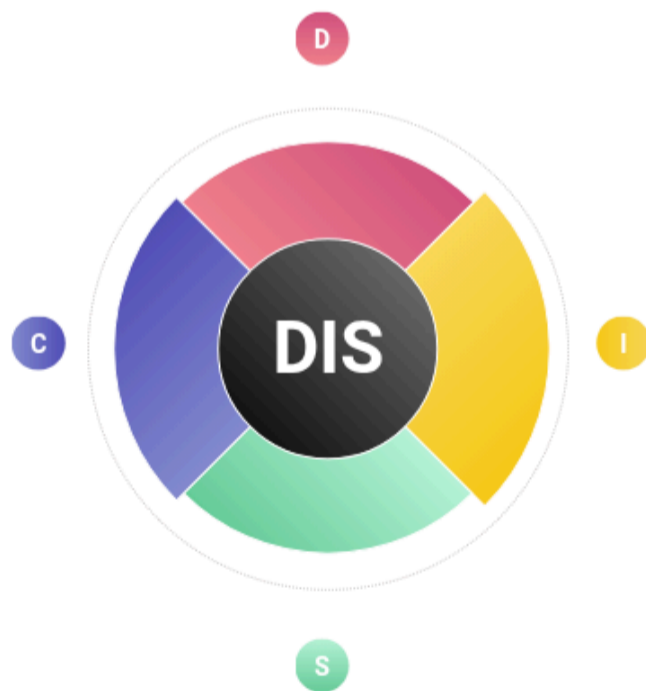
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Amanda

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Amanda'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.

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.

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.