



## AMANDA LIGHT

**Energizer**  
DISC Type : I

**Senior Content Strategist at Razorfish**  
Washington, District of Columbia, United States

### Overview

Amanda has no verified overview

#### Personality Overview

**Informal**

**Enthusiastic**

**Big Picture Person**

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are friendly, approachable and love to make new connections. They are always positive and upbeat, so take their promises with a pinch of salt.

#### Topics They Care About

Amanda has no verified topics they care about

### Media Appearances

Amanda has no verified media appearances

### Work History

- 4-2022  
Senior Content Strategist at Razorfish
- 3-2019 - 3-2022  
Content Strategist at Razorfish
- 6-2018 - 3-2019  
Content Producer at Streetsense
- 11-2017 - 6-2018  
Insights Specialist at Social Driver
- 6-2017 - 11-2017  
Social Media Specialist at Social Driver

### Education

- Bachelor of Arts (B.A.) from University of Vermont
- Communication and Media Studies from Hofstra University

## More Information

Social Presence :



Prographics :

Exp : **10** Location : **Washington, District of Columbia, United States** Job Level : **Junior**

Designation : **Senior Content Strategist at Razorfish**

## Insights For Selling To Amanda

### 👉 During A Call Or A Meeting

#### DO's

- Invite them for a lunch or a drink/coffee
- Share some stories about how you you have helped people in similar positions succeed
- Use phrases like 'people will love', 'massive impact' etc.

#### DONT's

- Avoid ifs and buts, don't talk too much about the risks etc.
- Avoid cutting into their flow
- Avoid overloading them with too much detail

## 👉 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 Amanda, [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:** Amanda, 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 Amanda is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Amanda

- *They will probably never say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Amanda Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Amanda Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

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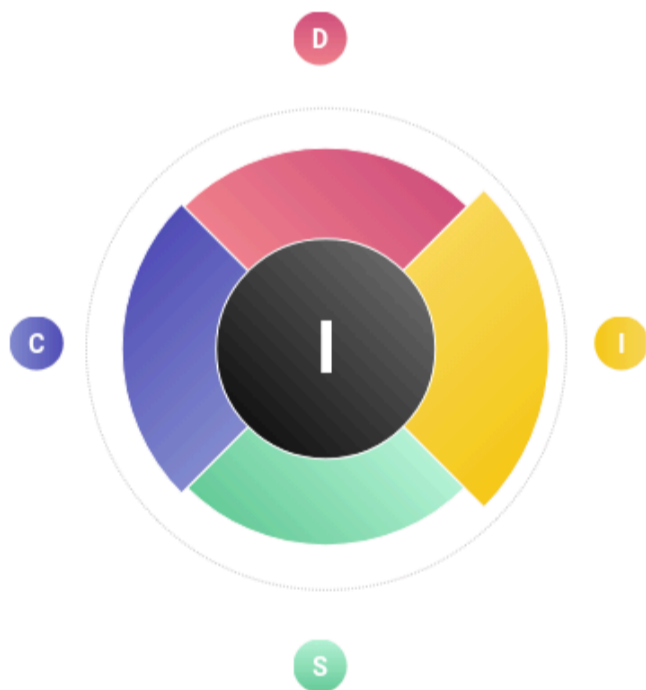
## You And Amanda

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Amanda'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.