



# AMY GERSTLE

**Observer**  
DISC Type : ic

**Senior Marketing Insights Manager at Wilson Language Training**  
Grafton, Massachusetts, United States

## Overview

Amy has no verified overview

### 👉 Personality Overview

**Assertive**      **Example Seeker**      **Curious**

They often ask many questions and rely heavily on information and documentation. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally good communicators and can be hard to convince.

### 👉 Topics They Care About

Amy has no verified topics they care about

## Media Appearances

Amy has no verified media appearances

## Work History

- 7-2023  
Senior Marketing Insights Manager at Wilson Language Training
- 11-2022 - 7-2023  
Senior Product Marketing Manager at Wilson Language Training
- 12-2021 - 11-2022  
Sr. Manager, Outreach Communications & Client Relationships at Wilson Language Training
- 6-2003 - 8-2003  
Purchasing Assistant (contract position) at The TJX Companies (via Complete Staffing Solutions)
- 2-2003 - 5-2003

## Education

- 2009 - 2016  
Master's Degree from Clark University
- 2001 - 2003  
Certificate from Quinsigamond Community College

AutoCAD Consultant at Quinsigamond Community College

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Grafton, Massachusetts, United States** Job Level : **Middle**

Designation : **Senior Marketing Insights Manager at Wilson Language Training**

## Insights For Selling To Amy

### During A Call Or A Meeting

#### DO's

- Ask them questions to understand their needs better while staying affable
- Use phrases like 'clear proof that', 'data shows' etc.
- Help them understand the risk aspect fully while inspiring confidence

#### DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't rely excessively on your relationship with them to win the deal
- Don't brush off any concerns, take all questions seriously

## 👉 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 Amy, [user\_fname] here at [user\_companynamewordstwowords] 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:** Amy, 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:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

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

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Amy is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Amy

- *They are practical and friendly, don't expect a clear-cut response often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Amy Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can Amy Take Some Risk Or Not?

- *They systematically evaluate all decisions and are unlikely to take many risks.*

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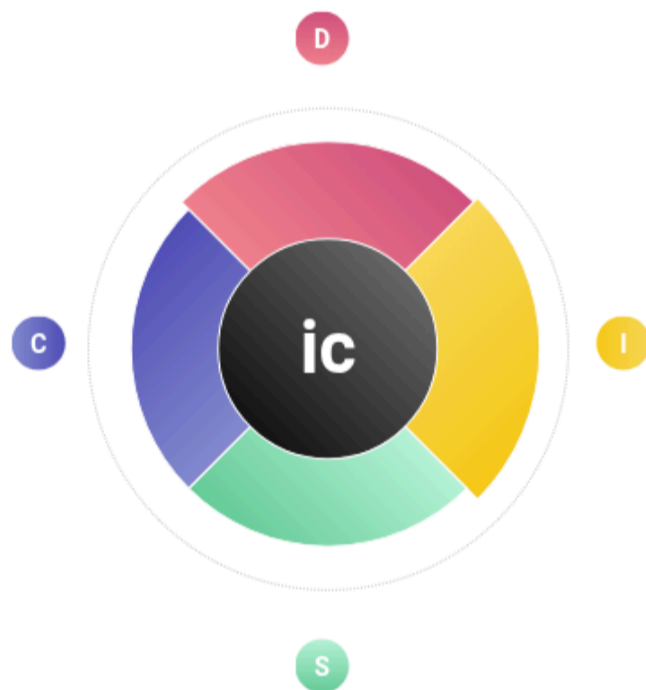
## You And Amy

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Amy'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.

### 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.