



ANDREW KETTER

Evaluator
DISC Type : dcs

VP, Performance & Growth Marketing at Nerdy
Cotati, California, United States

Overview

Andrew has no verified overview

👤 Personality Overview

Quality Focused Thorough Evaluator Fast But Analytical

They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

👤 Topics They Care About

Andrew has no verified topics they care about

Media Appearances

Andrew has no verified media appearances

Work History

- 3-2019
VP, Performance & Growth Marketing at Nerdy
- 9-2018 - 3-2019
Head of Growth Marketing at Nerdy
- 1-2018 - 9-2018
Chief Product Officer at Multiply
- 2-2016 - 12-2017
VP Product at Multiply
- 1-2014 - 2-2016
VP of Marketing at Multiply

Education

- 1999 - 2002
Bachelor of Science (B.S.) from University at Buffalo
- 1994 - 1997
Education details unavailable from Starpoint

More Information

Social Presence :



Prographics :

Exp : **21** Location : **Cotati, California, United States** Job Level : **Senior**

Designation : **VP, Performance & Growth Marketing at Nerdy**

Insights For Selling To Andrew

👉 During A Call Or A Meeting

DO's

- Help them see both - the 'big picture' impact and the ROI of the investment
- Use phrases like 'the ROI of this', 'X% more' etc.
- Showcase your competitive superiority clearly when possible or address it at the minimum

DONT's

- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Avoid inviting them for any social interactions until you have built some rapport with them
- Avoid too much small talk, just a few formal pleasantries should be fine

👉 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: Andrew, 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 Andrew is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Andrew

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Andrew Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Andrew Take Some Risk Or Not?

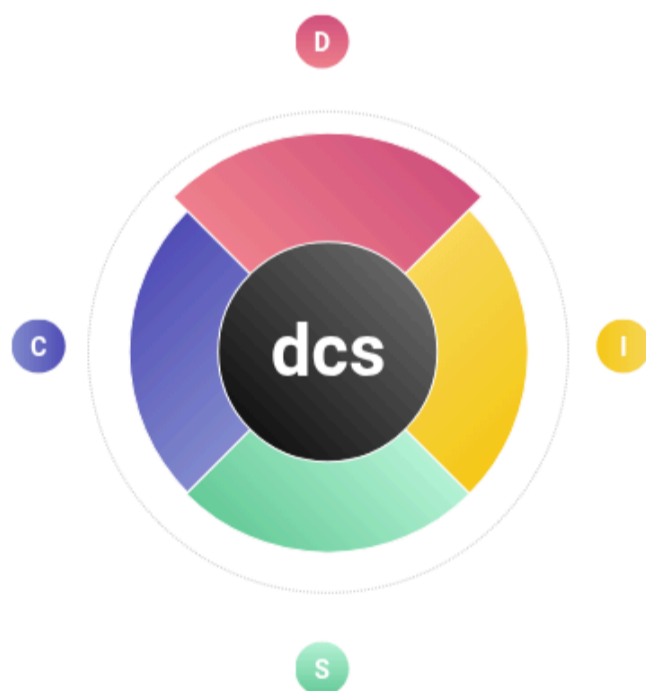
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Andrew

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Andrew'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.

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.