



## ANN MASON

**Energizer**  
DISC Type : I

**Sales Associate at Cavender's**  
New Braunfels, Texas, United States

### Overview

Ann has no verified overview

#### Personality Overview

**Relationship Oriented**

**Big Picture Person**

**Believer**

They are naturally enthusiastic, so take their promise with a pinch of salt. They are people oriented, friendly and like creating new connections. They excel at seeing the bigger picture, and the long-term impact of their decisions.

#### Topics They Care About

Ann has no verified topics they care about

### Media Appearances

Ann has no verified media appearances

### Work History

- 5-2021  
Sales Associate at Cavender's
- 12-2018 - 9-2019  
Nutrition Assistant at Avera Health Prince of Peace Retirement Community
- 12-2017 - 2-2018  
Sales Representative at Pioneer Marketing Concepts Inc.
- 8-2017  
Sales Representative at Boot barn
- 7-2016 - 3-2017  
Sales at Direct Automation

### Education

- 1986 - 1987  
Teaching Certificate from University of Central Oklahoma
- 1982 - 1984  
Bachelor of Science from Oklahoma City University

## More Information

Social Presence :



Prographics :

Exp : 6 Location : **New Braunfels, Texas, United States** Job Level : **Junior** Designation : **Sales Associate at Cavender's**

## Insights For Selling To Ann

### 👉 During A Call Or A Meeting

#### DO's

- Speak enthusiastically with energy, maintain a clear and confident tone
- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.
- Share some stories about how you you have helped people in similar positions succeed

#### DONT's

- Don't be excessively objective, be a storyteller
- Avoid overloading them with too much detail
- Don't assume a yes just because they have not said no

## 👉 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 Ann, [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:** Ann, 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 Ann is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Ann

- *They are unlikely to say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ann Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Ann Take Some Risk Or Not?

- *They can take certain risks that are unlikely to have personal consequences.*

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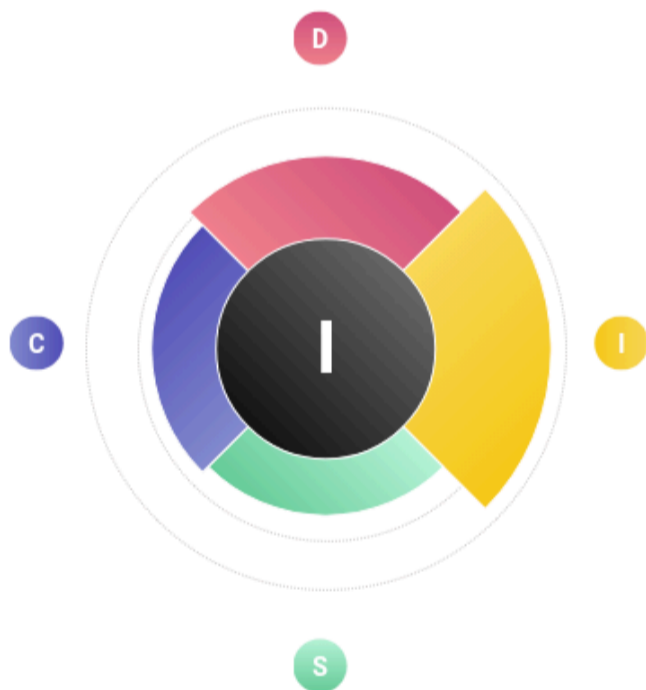
## You And Ann

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ann'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.