



APRIL BANNER

Researcher
DISC Type : Cs

Project Manager for NA Process Engineering Education at DENSO
Knoxville Metropolitan Area, United States

Overview

April has no verified overview

👉 Personality Overview

Process Focused Detail Oriented Perfectionist

They do not like taking risks at all and go for proven options in the end. They are always well-planned and adopt a systematic approach. They tend to have clarity about their needs and constraints, and are unlikely to over-promise.

👉 Topics They Care About

April has no verified topics they care about

Media Appearances

April has no verified media appearances

Work History

- 1-2023
Project Manager for NA Process Engineering Education at DENSO
- 1-2020 - 12-2022
Production Engineering Manager at DENSO
- 7-2015 - 12-2019
Section Leader at DENSO
- 9-2008 - 5-2012
Senior Manufacturing Engineer at BorgWarner
- 8-2007 - 8-2008
Corporate Quality Engineer at Johnson Controls

Education

- 2000 - 2003
BSME from University of Tennessee, Knoxville

More Information

Social Presence :



Prographics :

Exp : **15** Location : **Knoxville Metropolitan Area, United States** Job Level : **Middle**

Designation : **Project Manager for NA Process Engineering Education at DENSO**

Insights For Selling To April

👉 During A Call Or A Meeting

DO's

- Actively address their concerns around change, risk, and acceptance by users
- If they are not asking many questions, nudge them to ask questions rather than just starting to talk yourself
- Share whitepapers or case studies that showcase measurable results instead of just telling customer stories

DONT's

- Avoid emotional and informal language, stay objective and to the point instead
- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic
- Don't overhype the product/pitch, keep it measured

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi April, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with April is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from April

- *They don't say no often, they push out the decisions or keep going around in circles.*

Insights For Deal Planning

How Fast (Or Slow) Will April Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can April Take Some Risk Or Not?

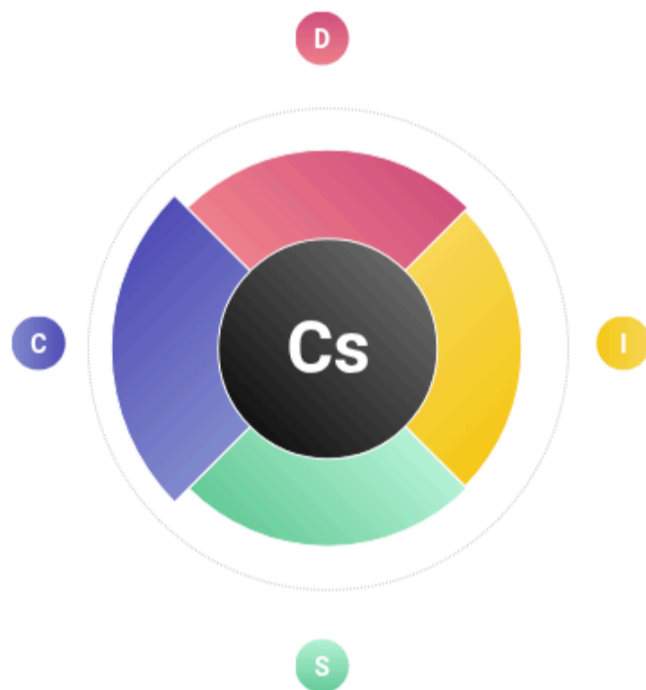
- *They have very low acceptance of risk even if they do not say it directly.*

You And April

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : April's Key Traits



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.