



BEN HANSEN

Observer

DISC Type : ci

Vice President of Sales & Marketing at Weldco Companies

Toronto, Ontario, Canada

Overview

Ben is a skilled financial services professional, now serving as the Vice President of Sales & Marketing at Weldco Companies. His career includes leadership roles in marketing and portfolio management at major Canadian banks like RBC and Scotiabank. He holds a Bachelor of Business from Victoria University and is an expert in driving growth.

Outside of work, Ben shows a keen interest in Canadian sports, particularly Olympic swimming, and follows the careers of national athletes. He has also used his platform to draw attention to social justice issues affecting Indigenous families, indicating a passion for community advocacy and fairness.

He has served as a Corporate Director and Board Member for the Inuvialuit Development Corporation.

Personality Overview

Curious

Assertive

Example Seeker

They are likely to ask many questions and look heavily for supporting information. They are generally strong communicators and are not easy to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

Topics They Care About

Growth Marketing

His background is rooted in leading marketing teams and driving acquisition and engagement strategies at companies like RBC and Fairstone Bank.

Financial Services

He has a comprehensive career portfolio across the Canadian banking industry, focusing on card services, product management, and portfolio integration.

Corporate Governance

He served as a Corporate Director and was a member of the Governance Committee for the Inuvialuit Development Corporation.

Indigenous Affairs

His board membership with the Inuvialuit Development Corporation and posts about issues like #justiceforeddie show a clear interest in supporting Indigenous communities.

Canadian Olympians

He has shared posts expressing excitement for Canadian athletes, specifically mentioning swimmer Penny Oleksiak's performance and lessons learned.

Heavy Equipment Industry

[Predicted] His current role as VP of Sales & Marketing at Weldco Companies places him directly within the heavy equipment and manufacturing sector.



Media Appearances

Ben has no verified media appearances

Work History

- 11-2024
Vice President of Sales & Marketing at Weldco Companies
- 4-2023 - 11-2024
Vice President, Portfolio Management - Card Services at Fairstone Bank
- 11-2020 - 11-2024
Corporate Director and Board Member, Governance Committee at Inuvialuit Development Corporation
- 8-2019 - 4-2023
Director, Cards and Performance Marketing at RBC
- 2015 - 2018
Director Portfolio Integration at Scotiabank

Education

- 1996 - 2000
Bachelor of Business from Victoria University

More Information

Social Presence :



Prographics :

Exp : 25 Location : Toronto, Ontario, Canada Job Level : Senior

Designation : Vice President of Sales & Marketing at Weldco Companies

Insights For Selling To Ben

👉 During A Call Or A Meeting

DO's

- Share testimonials from known people and give multiple examples of product value
- Invite them for a social do but don't rely solely on the relationship
- Be prepared for a lot of questions, answer them objectively

DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't try to rush them into a decision, provide all necessary information first
- Don't brush off any concerns, take all questions seriously

👉 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 Ben, 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: 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 Ben is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Ben

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Ben Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Ben Take Some Risk Or Not?

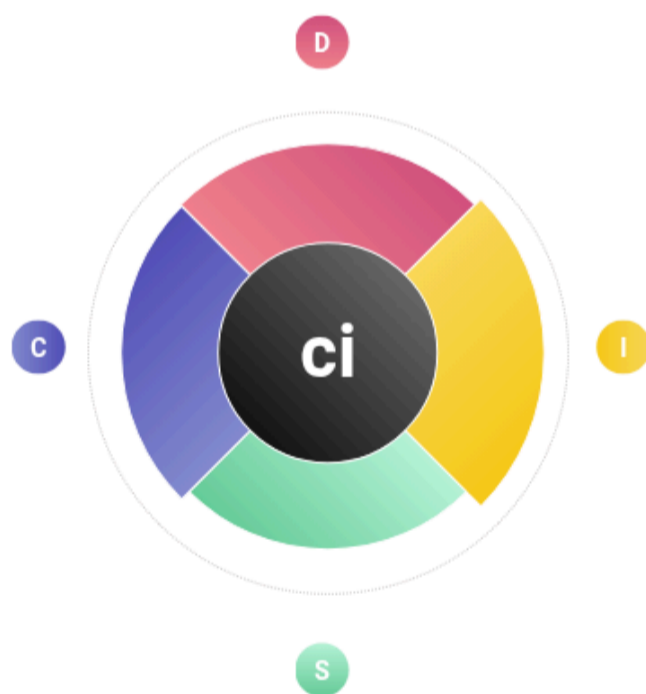
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Ben

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ben'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.

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.