



## BEN WOODS

**Observer**  
DISC Type : ic

**Enterprise Account Executive at Stackline**  
Salt Lake City, Utah, United States

### Overview

Ben is an experienced B2B SaaS Account Executive at Stackline, specializing in consultative selling and digital marketing for the e-commerce industry. A graduate of Harding University, he has a proven history of exceeding quotas at firms like Pattern® and Bazaarvoice. Colleagues describe him as strategic and thoughtful.

Outside of his professional role, Ben follows consumer brands like Nike and maintains a connection to his alma mater, Harding University. His interests align with his career focus on retail and e-commerce, indicating a passion for the dynamics of consumer behavior.

He is keenly interested in delivering insights on specific demographics, such as his focus on Gen Z footwear consumers.

### 👉 Personality Overview

Curious

Value Driven

Example Seeker

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

### 👉 Topics They Care About

#### Consultative Selling

Passionate about understanding client needs to foster growth and has shared his approach to navigating a prospect's evaluation process.

#### E-commerce UGC

Has a background in leveraging user-generated content like ratings and reviews to drive sales, notably from his time at Bazaarvoice.

#### Gen Z Consumers

Actively shares and promotes research reports to help brands understand the unique behaviors and preferences of Gen Z consumers.

### B2B SaaS Sales

Focuses on the strategies and challenges of selling within the startup SaaS environment, with experience at multiple Series B companies.

### BDR Mentorship

His profile lists mentoring Business Development Representatives as a key skill, showing an interest in cultivating new sales talent.

### Harding University

[Predicted] As a graduate and listed interest, he likely maintains an affinity for his alma mater's community and events.



## Media Appearances

Ben has no verified media appearances

## Work History

- 7-2025  
Enterprise Account Executive at Stackline
- 11-2024 - 7-2025  
Global Named Account Manager - 1P at Pattern®
- 11-2023 - 11-2024  
Enterprise Account Executive - PXM at Pattern®
- 1-2022 - 10-2023  
Senior Account Executive at MakerSights
- 11-2020 - 1-2022  
Senior Account Executive at Bazaarvoice

## Education

- Bachelor of Business Administration - BBA from Harding University

## More Information

### Social Presence :



### Prographics :

Exp : **15** Location : **Salt Lake City, Utah, United States** Job Level : **N/A**

Designation : **Enterprise Account Executive at Stackline**

# Insights For Selling To Ben

## 👉 During A Call Or A Meeting

### DO's

- Invite them for a social do but don't rely solely on the relationship
- Persuade objectively how your product will help them achieve their goals
- Build rapport, it will come handy to handle hard questions later

### DONT's

- Don't rely excessively on your relationship with them to win the deal
- Avoid making offhand commitments
- 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 Ben, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Ben, 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 Ben is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Ben

- *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 Ben Move?

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

Can Ben Take Some Risk Or Not?

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

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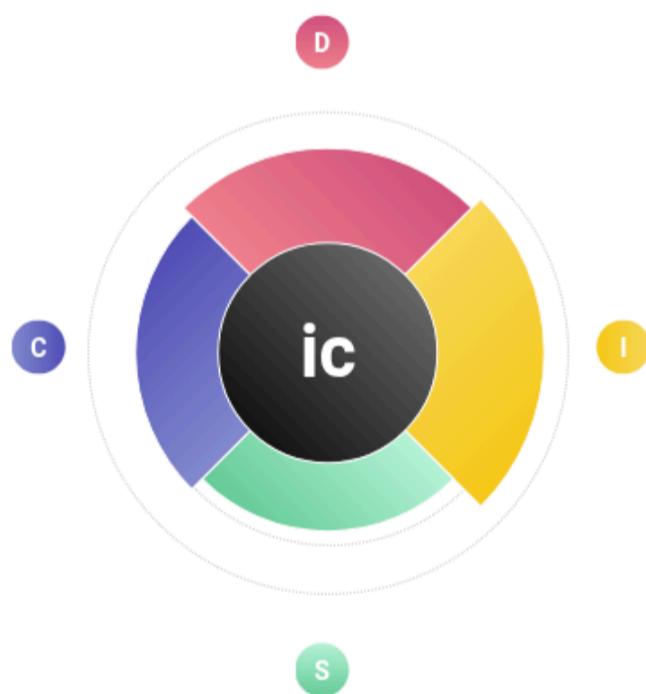
## You And Ben

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ben'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.