



BERNADETTE CONLON

Wildcard
DISC Type : isc

CMO Asia Pacific and Japan at Cognizant
Greater Sydney Area, Australia

Overview

Bernadette has no verified overview

Personality Overview

Requires Proof **Friendly But Slow** **ROI Driven**

They are often friendly and nice, but can sometimes surprise you with their piercing questions. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions. They typically tend to be late adopters even when they seem friendly and excited about what you have to sell.

Topics They Care About

Bernadette has no verified topics they care about

Media Appearances

Bernadette has no verified media appearances

Work History

- 8-2021
CMO Asia Pacific and Japan at Cognizant
- 2-2018 - 7-2021
CMO Australia at Oracle
- 11-2016 - 2-2018
CMO and CCO at Optus
- 8-2015 - 11-2016
CMO , Optus Enterprise at Optus
- 2-2014 - 7-2015
Head of Brand and Communications at IBM

Education

- Bachelor of Commerce (B.Com.) from UNSW
- Bachelor of Laws (LL.B.) from University of Technology Sydney

More Information

Social Presence :



Prographics :

Exp : **18** Location : **Greater Sydney Area, Australia** Job Level : **Leadership**

Designation : **CMO Asia Pacific and Japan at Cognizant**

Insights For Selling To Bernadette

👉 During A Call Or A Meeting

DO's

- Focus on immediate action-items rather than the larger goals
- Share testimonials from known people and give multiple examples of product value
- Help them realize that there is no personal risk in making this decision

DONT's

- Avoid winging it with them particularly, answer a question only if you know the answer well
- 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: 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 Bernadette, [user_fname] here at [user_companynamefirsttwowords] 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: Bernadette, 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, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi', 'Hello' etc. (along with the first name)

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Bernadette is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Bernadette

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

Insights For Deal Planning

How Fast (Or Slow) Will Bernadette Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Bernadette Take Some Risk Or Not?

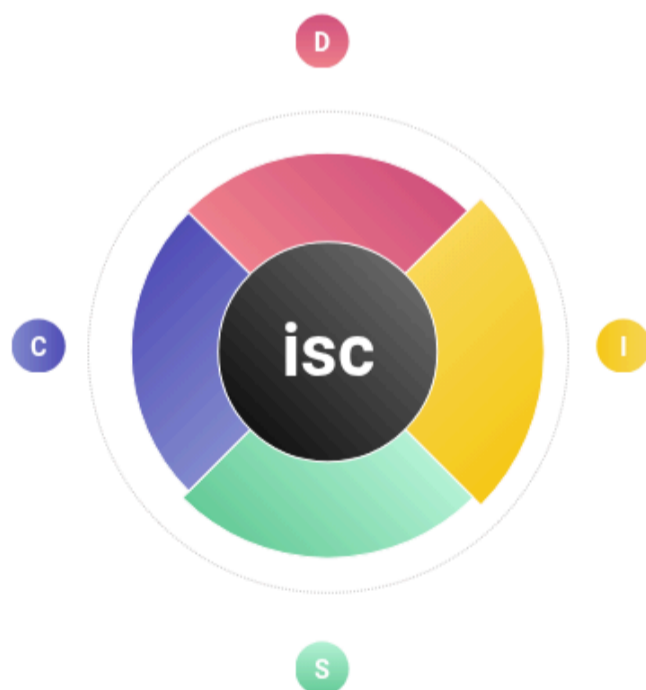
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Bernadette

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Bernadette'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.

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.

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.