



## BERNIE DANCEL

**Observer**  
DISC Type : ic

**Founder, President & CEO at Nava Health**  
Boynton Beach, Florida, United States

### Overview

Bernie has no verified overview

#### Personality Overview

**Assertive**   **Example Seeker**   **Curious**

They are likely to ask many questions and look heavily for supporting information. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally good communicators and can be hard to convince.

#### Topics They Care About

Bernie has no verified topics they care about

### Media Appearances

Bernie has no verified media appearances

### Work History

- 1-2014  
Founder, President & CEO at Nava Health
- Founder, President & CEO at Ascend One Corporation
- 12-2019  
Founder, President & CEO at CareOne Debt Relief Services

### Education

Bernie has no verified education history

### More Information

Social Presence :



## Prographics :

Exp : 12 Location : **Boynton Beach, Florida, United States** Job Level : **Leadership**

Designation : **Founder, President & CEO at Nava Health**

## Insights For Selling To Bernie

### 👉 During A Call Or A Meeting

#### DO's

- Ask them questions to understand their needs better while staying affable
- Invite them for a social do but don't rely solely on the relationship
- Share testimonials from known people and give multiple examples of product value

#### DONT's

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

## 👉 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 Bernie, [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:** Bernie, 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 Bernie is

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

Will you ever get a clear answer from Bernie

- *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 Bernie Move?

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

Can Bernie Take Some Risk Or Not?

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

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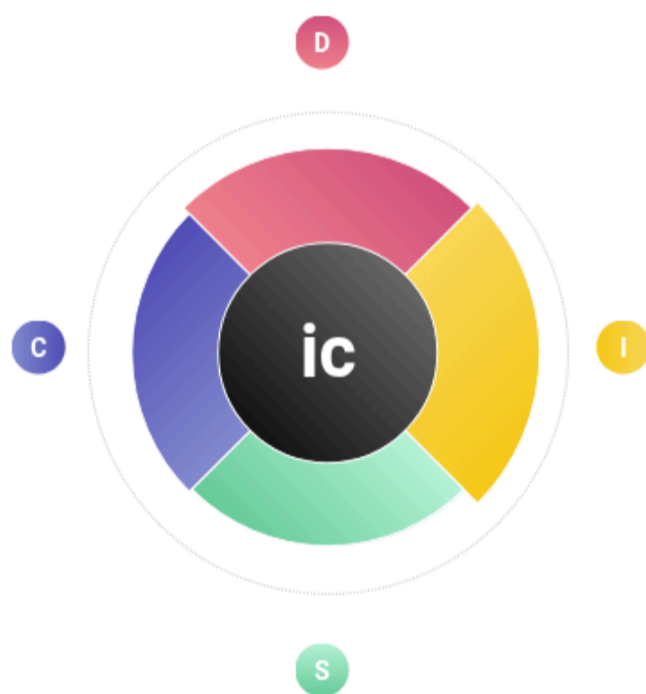
## You And Bernie

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Bernie'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.