



## BETHANY VIETMEIER

Questioner  
DISC Type : c

**Chief Executive Officer at Valiant 3 Communications**  
Charlotte, North Carolina, United States

### Overview

Bethany Vietmeier is a dynamic marketing professional leading two organizations: her own agency, Valiant 3 Communications, and The Jerome Bettis Bus Stops Here Foundation as Executive Director. A Kent State University journalism graduate, she specializes in brand storytelling, event planning, and nonprofit management, particularly for high-profile clients and athletes.

Outside of her professional roles, Bethany is passionate about golf, both in organizing high-profile celebrity tournaments and as a personal interest, recently attending The Masters with her family. Her work is deeply intertwined with the sports world, reflecting a commitment to leveraging athlete platforms for community good.

A chance encounter with NFL Hall of Famer Jerome Bettis was a major turning point, pivoting her career from sports reporting to becoming the Executive Director of his foundation.

### 👉 Personality Overview

Systematic

Not Easily Convinced

Price-Sensitive

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to fully evaluate every situation.

### 👉 Topics They Care About

#### Athlete Philanthropy

As Executive Director for Jerome Bettis's foundation and event planner for other athletes, her career is centered on leveraging sports figures' influence for charitable causes.

#### Nonprofit Management

She oversees all fundraising, grant writing, and strategic initiatives for a major nonprofit, demonstrating deep expertise in the sector.

#### Celebrity Event Planning

Her company, Valiant 3, and her recent posts highlight her role in organizing large-scale events, such as the Joey Porter Sr. & Jr. Celebrity Golf Outing.

### Brand Storytelling

With a background in broadcast journalism, she focuses on crafting compelling narratives to build brands and drive impact for her clients and the foundation.

### Youth Empowerment

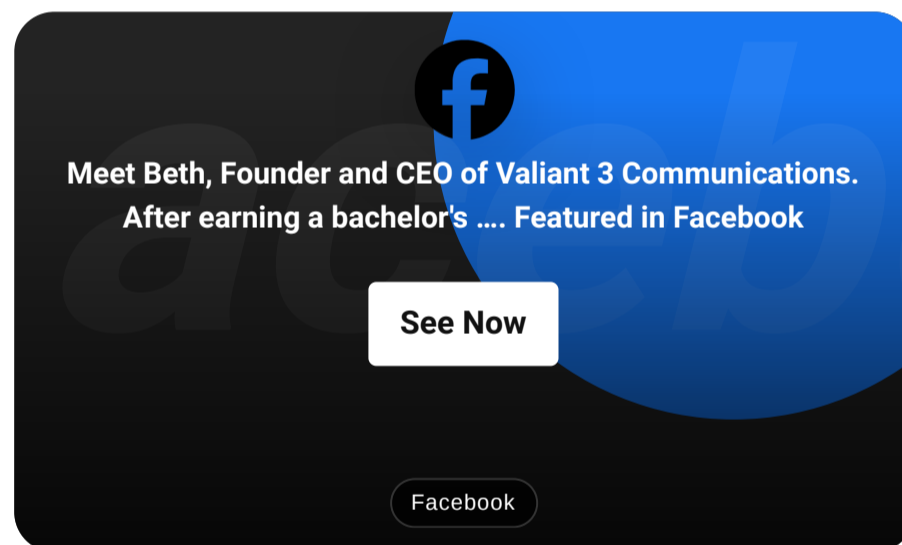
The foundation she leads is dedicated to improving the quality of life and providing educational and technological resources for underprivileged inner-city youth.

### Professional Golf

She organizes celebrity golf tournaments professionally and recently shared a personal post about bringing her family to The Masters tournament for the first time.



## Media Appearances



## Work History

- 2-2018  
Chief Executive Officer at Valiant 3 Communications
- 2-2017  
Executive Director at Bus Stops Here Foundation
- 8-2011 - 10-2014  
PensTV Reporter at Pittsburgh Penguins
- 6-2010 - 8-2010  
News Intern at WTAE-TV Hearst Pittsburgh
- 5-2008 - 11-2011  
Golf Course Operations at THE CLUB AT NEVILLEWOOD

## Education

- 2008 - 2011  
Bachelor of Science (B.S.) from Kent State University
- Bachelor's degree from Kent State University

## More Information

Social Presence :



Prographics :

Exp : **N/A** Location : **Charlotte, North Carolina, United States** Job Level : **N/A**

Designation : **Chief Executive Officer at Valiant 3 Communications**

## Insights For Selling To Bethany

### 👉 During A Call Or A Meeting

#### DO's

- If you have a lower priced product compared to the competition, call out the same
- Emphasise more on facts and measurable benefits
- Emphasize on objective proof of ROI, help them do a thorough evaluation

#### DONT's

- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't try to be too friendly or informal with them

## 👉 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 Bethany, 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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Bethany is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Bethany

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Bethany Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Bethany Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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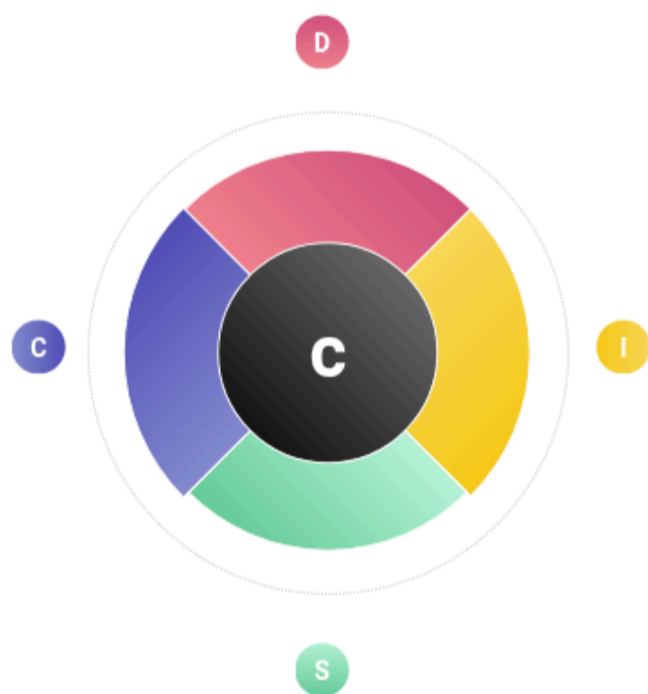
## You And Bethany

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Bethany'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.