



BILL BERNABEI

Observer
DISC Type : ic

Chief Analytics Officer at CBRE
Naperville, Illinois, United States

Overview

Bill has no verified overview

Personality Overview

Example Seeker

Assertive

Value Driven

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince. They often ask many questions and rely heavily on information and documentation.

Topics They Care About

Bill has no verified topics they care about

Media Appearances

Bill has no verified media appearances

Work History

- 1-2024
Chief Analytics Officer at CBRE
- 4-2022
Executive Managing Director - Global Head of Occupier Analytics at CBRE
- 12-2022 - 1-2024
Executive Managing Director, Digital & Analytics Solutions at CBRE
- 1-2019 - 5-2022
Senior Managing Director - Global Head of Business Analytics at CBRE
- 4-2016 - 12-2018
Managing Director - Business Analytics at CBRE

Education

- 2001 - 2006
Master of Arts from University of Illinois Chicago

More Information

Social Presence :



Prographics :

Exp : 19 Location : Naperville, Illinois, United States Job Level : Leadership Designation : Chief Analytics Officer at CBRE

Interested In

Sports

University of Illinois at Chicago Baseball team (Flames)

Insights For Selling To Bill

👉 During A Call Or A Meeting

DO's

- Focus on immediate action-items rather than the larger goals
- Help them understand the risk aspect fully while inspiring confidence
- Invite them for a social do but don't rely solely on the relationship

DONT's

- Don't rely excessively on your relationship with them to win the deal
- 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 Bill, [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: Bill, 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 Bill is

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

Will you ever get a clear answer from Bill

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

Insights For Deal Planning

How Fast (Or Slow) Will Bill Move?

- *They like to analyze well and then make their decisions.*

Can Bill Take Some Risk Or Not?

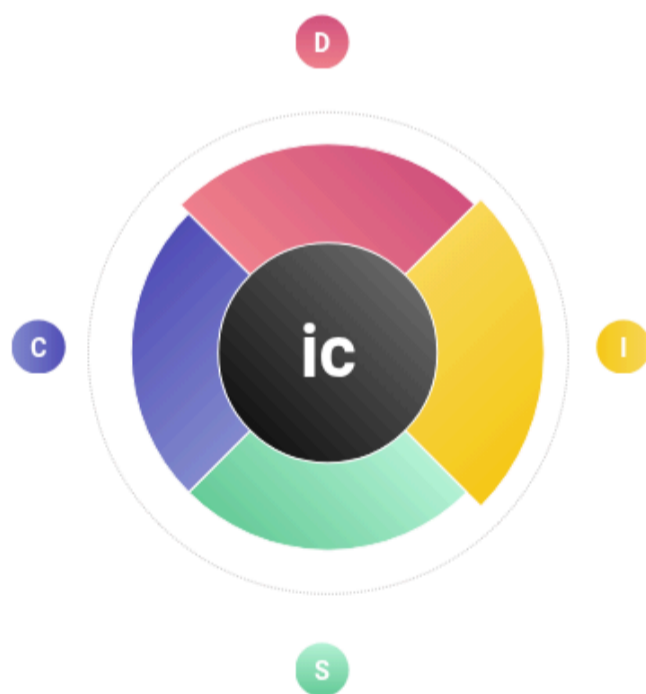
- *They systematically evaluate all decisions and are unlikely to take many risks.*

You And Bill

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Bill'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.