



BLAKE DAUGHERTY

Examiner
DISC Type : sc

Strategy Research Associate, Creator Platform at Rockstar Games
New York, New York, United States

Overview

Blake has no verified overview

👉 Personality Overview

Process Oriented **Late Adopter** **Overcautious**

Being observant comes to them naturally. They do not like taking risks at all and go for proven options in the end. The only way to convince them is by showing them examples and ample proof.

👉 Topics They Care About

Blake has no verified topics they care about

Media Appearances

Blake has no verified media appearances

Work History

- 8-2023
Strategy Research Associate, Creator Platform at Rockstar Games
- 10-2022 - 8-2023
Strategy Analyst at Deloitte Consulting
- 8-2021 - 9-2021
Intern at M3 Partners
- 6-2021 - 8-2021
Virtual Channel Marketing & Digital Product Intern at Warner Bros. Interactive Entertainment
- 3-2021 - 6-2021
Global Markets Intern, Office of China and Mongolia at U.S. Department of Commerce

Education

- 2018 - 2022
Bachelor of Arts - BA from Dartmouth College
- 2010 - 2018
High School Diploma from St. Mark's School of Texas

More Information

Social Presence :



Prographics :

Exp : 6 Location : **New York, New York, United States** Job Level : **N/A**

Designation : **Strategy Research Associate, Creator Platform at Rockstar Games**

Insights For Selling To Blake

👉 During A Call Or A Meeting

DO's

- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Be firm in your communication and stay in control
- Expect them to be vague in response to your questions, ask firmly and pointedly

DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't rely on relationship building even if they act pleasantly

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Blake, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Blake, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Blake is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from Blake

- *Often, they don't say no, or keep going about it in circles.*

Insights For Deal Planning

How Fast (Or Slow) Will Blake Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can Blake Take Some Risk Or Not?

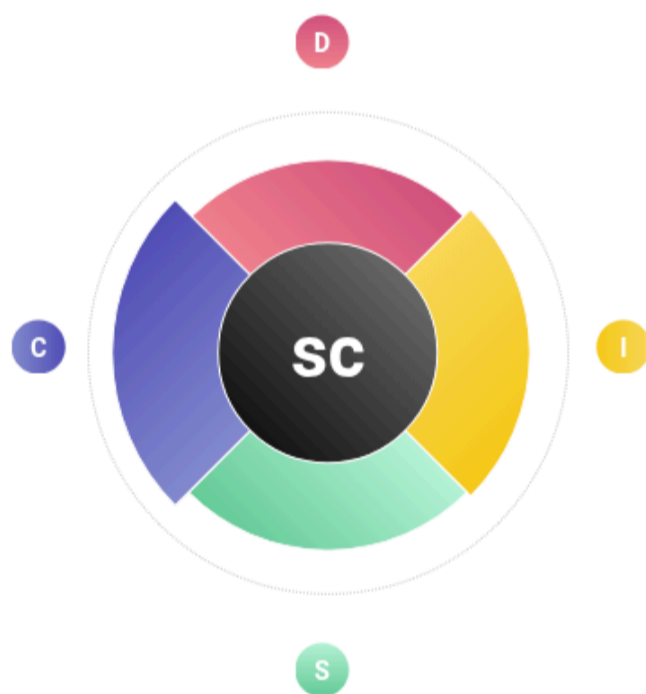
- *They have very low acceptance of risk even if they do not say it directly.*

You And Blake

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Blake's Key Traits



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.